

**IQRA NATIONAL UNIVERSITY, PESHAWER**

**Mid-term Online exams**

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**Dep: Business Administration**

**Subject: E-Business**

**Module: 9th semester**

**Date: 20/08/2020**

**Q#1**

1. **How ecommerce has changed the servicing sector? Give a few relevant examples.**

New advance e commerce has changed a lot of things like choosing between quality and quality less product is very difficult but also availing a service from miles away is also a miracle for us. Few are listed bellow:

# **B2B and B2C**

Before e-commerce businesses became popular, the courier services industry heavily focused on B2B deliveries which meant transporting goods from one business to another. However, with the rapid increase in availability of e-commerce sites and services, the overall shift of the courier services industry is instead focusing more on B2C deliveries. This is important to note as it means that the number of parcels being delivered per day has dramatically increased and so too have the number of locations that they will be delivering to. This then dramatically increases the amount of time that delivery vehicles are out on the roads, out at sea or in the air.

# **Bulk Deliveries**

Due to the sheer number of e-commerce websites out there you can have multiple different couriers delivering multiple parcels to the same address. This has changed the courier services industry as they have had to adapt in order to cater to a larger number of deliveries within a smaller amount of time. When the focus within the industry was centered more around B2B deliveries there would be substantial deliveries but delivered equally and within a smaller area such as an industrial area or a business complex. This, therefore, made the job much easier and dramatically reduced the amount of time spent on the road in between deliveries.

**Examples:**

Education

Consulting

Transportation

**b) Drawbacks of ecommerce to consumers**

* Setting up a site is easy – but, how it operates and the kind of experience it offers to the customers should be taken into account as some sites are not user-friendly.
* Product quality is not guaranteed
* No site is free from an online attack as there are many online predators lurking around looking for an opportunity to hack the payment processors and others
* What if the site or app is not available offline? Again, you lose a lot of customers

**Q2. Discuss in detail different factors that contributed towards enormous growth of ecommerce?**

 The growing acceptance of the internet as a shopping tool is unlikely to slow down anytime soon. According to a research he number of online customers will reach 270 million by the year 2020. This will apparently see the e-commerce sale value stand at a whopping $523 billion, representing a stark rise of 56 % in five years.

Five most important factors which are helping e-commerce to growth:

1. **Mobile Traffic**

The development of mobile-friendly websites has contributed a great deal to e-commerce growth in recent years. In fact, the latest projections show that mobile visits to retailer websites will [surpass PC visits for the first time](https://techcrunch.com/2017/11/02/mobile-holiday-shopping-visits-in-u-s-will-surpass-desktop-for-first-time/) in the US during the 2017 holiday season.

While impressive, this feat is not surprising, considering a higher percentage of the world’s digital population has been accessing the Internet using mobile phones than desktops [since last year](http://bgr.com/2016/11/02/internet-usage-desktop-vs-mobile/). Shopping on the go is now a critical aspect of e-commerce, and mobile apps are as much a priority to online merchants as websites.

1. **Social Media**

The promise of free traffic has been very enticing to online merchants. Facebook boasts two billion active users worldwide, and a good percentage of online shoppers are among those users. Unsurprisingly, Facebook and other social media platforms have been launching pads for thousands of online businesses, and more and more retailers are implementing social marketing techniques to drive sales.

1. **Search Engine Optimization**

SEO started with online media, but now e-tailors have recognized its immense value in driving free users to their sites. Unlike search engine marketing where each new customer comes at a marginal cost to the retailer, SEO promotes site traffic through natural search. Today, virtually all online merchants consider search engine optimization a website design priority.

1. **The Shopping Experience**

One of the reasons why customers prefer to shop online than in brick-and-mortar stores is that the internet gives them the chance to weigh their options and get the best deals. They can quickly search for promotions and coupons and compare prices from several retailers. Moreover, the internet fulfills customer demand instantaneously, through immediate delivery. And, a buyer needn’t worry about the availability items that are difficult to source locally. The sheer convenience of online shopping has contributed a lot to the [growth of e-commerce](https://www.broadbandsearch.net/blog/internet-statistics).

1. **Faster Payments**

Modern payment processing technologies have made completing purchases in online stores as smooth as ever. Thanks to **high-risk merchant account providers**, customers can conveniently buy products safely and instantaneously using their credit cards. Mobile-based payment gateways have particularly been on the rise and are poised to [lead the global payment markets](http://www.information-age.com/payments-loyalty-programs-connect-consumers-brands-will-go-cashless-123464696/) in the coming years, further fueling the growth of e-commerce.

**Q3. (a)Discuss banner ad placement strategies along with suitable examples?**

**banner ad placement strategies along with suitable examples**

**Banner ad:**

Banner ads are image-based rather than text-based and are a popular form of online **advertising**. The purpose of **banner** advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

# **Banner Advertising:**

Banner advertising refers to the use of a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property. The horizontal type of banner

advertisement is called a leaderboard, while the vertical banners are called a skyscraper and are positioned on a web page's sidebars. Banner ads are image-based rather than text-based and are a popular form of online advertising.

The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

* Samples of standard banner ads with practical design and clear call-to-actions. The 320 x 50 or 300×50 pixels’ banner ads; static or animated, usually clutter the top or bottom of the screen. It is the most popular advertising format to date. Before, these ads produced mostly ineffective, accidental clicks

**Examples:**

Telenor has a new package which will be shown in Facebook ads with pictorial image .

(b) **Explain the purpose of introducing text ads? Define text ad and how text ads**

**appear?**

**Purposes of Advertisements**

For a given market target, there are six purposes which an advertisement seeks to attain. It is possible to achieve more than one type of objective with one single campaign; but that is both difficult and costly.

**Ads.txt:**

Ads.txt is an initiative developed by the [IAB Tech Lab](https://iabtechlab.com/ads-txt/), aimed at combating certain types of ad fraud, mainly domain spoofing and illegitimate inventory arbitrage, and [providing transparency](https://clearcode.cc/blog/ad-tech-transparency/) in what is a highly opaque industry.

While ads.txt revolves around advertising, the ads part is actually an acronym that stands for Authorized Digital Sellers.

# **how text ads appear:**

First, a publisher adds an ads.txt file containing information about all the programmatic partners (supply-side platforms, ad exchanges, ad networks, etc.) that they work with to their web server and hosts it under their root domain.

# **# banner**

 Some publishers include this extra field so they know which type of inventory the AdTech vendor sells .As this hashtag represents a comment, it won’t be picked up by the crawling script unless certain configurations are made to it, but as this is purely for the publisher’s benefit, there’s no real need for buyers to have this information.

# **Partner1**

The AdTech platform the publisher uses to sell their inventory. Examples include [appnexus.com](https://www.appnexus.com/en), [bidfluence.com](https://www.bidfluence.com/), [rubiconproject.com](https://www.rubiconproject.com/), [doubleclickbygoogle.com](https://www.doubleclickbygoogle.com/), and [pubmatic.com](https://www.pubmatic.com/).

# **678910**

 This field represents the Seller Account ID, which is also the publisher’s account ID for the respective AdTech vendors, and is used to verify the authenticity of the inventory during RTB auctions.

# **DIRECT / RESELLER**

Direct means that the publisher works directly with the AdTech vendor to sell its inventory. Reseller means that the publisher has authorized another company (an ad network or digital advertising agency) to sell its inventory on its behalf.

# **g45tg4e**

This optional field lists the Certification Authority ID, which identifies the advertising system within a certification authority, for example, the Trustworthy Accountability Group (TAG).

**End of paper**