**ID 13767**

**SUBJECT E-BUSINESS**

**SEMESTER 5TH**

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**Q1. In your opinion which E-service(s) has had enormous growth in recent years? Justify your answer with suitable examples**.

**ANS. E-service**

The service which the businesses provide through internet is called E-service. There are a lot of e-service which we use but the most profit able e-service is the e- learning

**E- Learning**

E-Learning is a learning system that we can obtain through the internet using an electronics device. This is also called online learning. The online selling courses is a booming e-service business in recent years.

The E-learning market was worth $107 billion in 2015. $190 billion in 2018 and is expected to exceed $300 billion by 2025.

Online learning have fill the gaps of knowledge. Most of the student learning education from online courses. The importance and effectiveness of technology base learning cannot be taken lightly or ignored completely. It is believe that brain can easily remember the thing that what is seen and heard via moving pictures or videos. Now various sector including agriculture, medicine, education, service, business and government setups are adapting to the concept of E-learning which help in progress of a nation. Online learning gives student the opportunities for live interaction and real time feedback for quizzes and test etc. interaction between teacher and student are also conduct through online medium. And most of the student use YouTube, Google, Wikipedia etc. for online learning.

In my opinion online learning has had the most enormous growth in recent years.

**Q2. How e-auctions have changed the concept of buying and selling? Which improvements has it brought? How many types of auctions can be implemented on interne?**

**ANS. E-auction**

E-auction the process of buying and selling the goods and service by offering them for a bid, taking bid, That take place on an electronic market place, And the selling the goods and service to highest bidder.

e-auction have changed the concept of buying and selling, because when the buying and selling are not doing, people do the auction strategy for buying and selling. People will do the auction for his dream price, people want to sell the product on high price so they are doing auction because auction is the best option for more profit.

At first the online auctions took place through email and bulletin boards. But now the online auction have greatly increased in current web environment there are hundreds and thousands of website to online auction. E-bay is the first website of e-auction to support person to person transaction.

Types of e-auction

* Classic reverse auction

Multiple seller compete to obtain the buyer’s business. The buyer can see all the offers and may choose which they are prefer.

* English auction

English auction are where bid are announced by either an auctioneer or the bidders, And winner pay what the bid to receive the object.

* Dutch auction

Dutch auction is start from the high price, which is decrease slowly until a buyer accept the price.

* Japanese auction

Here the buyer set a high price which is decrement at pre-set at pre-set interval. E.g. 200 every hours. If the supplier is happy to provide the good and service at that price, the transaction then goes ahead.

**Q3. (a) Explain the purpose of introducing text ads? Define text ad and how text ads Appear**?

**ANS**. **Text ads**

Text ads is the form of marketing communication that advertisers can use to promote their product and services via Google network.

Now a day people mostly use Google for information or any other thing, so the main purpose of the text ads to inform and to remind, create awareness of brand, services, and ideas through Google network. The benefit if text ads to announce the new product and programs and can educate people about the new or established product

Text ads can appear on Google result pages and across the Google network, which include the search network search partner, and the display network. The text ads often appear with the language that labels them as advertisements so that viewers understand that the links are paid promotion.

**(b). How retailers of books, music and video have benefited from web catalogues?**

**ANS. Web catalogue**

The process that contain the collection of linked internet address which are mostly sorted according to specific criteria is called web catalogue. E.g. the industry which help to users search for information in more targeted way. Web catalogue were the only way to search for a website on the internet, before the emergence of search engine. The web catalogue is very easy to use it makes it easier to find your website as well as crating as additional black link.

Catalogue retailer of book, music, and video have benefit to mail catalogue to their customer showroom where sample of the product and link for sale are displayed, customer select the product and link of music video from the printed catalogue in fill out an order from.

**Q4. (a) Write a few areas where push technology is applicable?**

**ANS. Push technology**

Push technology is a type of communication where the request for a given transaction is initialed by the publisher or central server, it is contract with pull/get, where the request for the transmission of information is initialed by the receiver or client. Push technology must be authorized. Once a user has subscribed, the relevant content is delivered as soon as it is available without waiting for a request from the receiver. Web application are often use push technology to notify users of new content, such as a tab that appears on social media site indicating that new post are available.

There are many areas of application for push technology some are follow;

* Mobile app
* Messaging
* Email
* Transportation alert system.

**(b) What are the possible drawbacks of push technology, if any?**

**ANS. Drawback of push technology**

**There are some drawback of push technology**

* The computer desktop is not a great place to deliver information, its sometime most users spend as little time looking at a possible between launching and running application.
* Advertisement will indeed tailor content to user–who will promote through it out.
* Push is unlikely to eliminate pull; traditional web surfing is actually one of the few areas where internet brings sometime new and valuable compared to traditional media.
* Push channel won’t save time compare to traditional media in areas such as finding a movie listing.
* Push channel do not build community any more than a traditional magazine.
* Users rarely get the right information just in time.
* Manes conclude that neither computer nor the internet are stable, reliable or useable enough to allow push to reach beyond its current niche of early adapters.