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7.  
Ans:

Web enabled Services that refers to product are Services that can be used through or in conjunction with the world wide web

A web enabled Service maybe access through web browser or able to connect to other web base application in order to Service data

Justification with example

These are various web enabled Services operating in different parts of the world but the specific ones which helps us the pandemic were Zoom google meets microsoft meeting and all the likewise service meetings were not postponed and exam were not delayed but taken on time due to these Service People are working from home in this pandemic only and only due to the help of (WES) even when the first

wave of pandemic was on its peak offices were not closed and education services are not even closed without these services.

Ans: (a) (2)

The term Digital took e-commerce into a new world which is now widely known as Digital E-commerce. Digital marketing. In my opinion these are many factors but the most important factor is internet without internet there will be no sign of e-commerce in world. For example in Pakistan Pkcl started its first internet service and it was limited to urban places and started E business which was limited to urban places. Now 3g and 4g is almost available every where in Pakistan and e-commerce is almost available everywhere. Next factor is digital marketing. Through digital marketing you can advertise your shop in different platform like emails, Fb, Insta, twitter, which is helping E-commerce to grow more in Digital world.

Text ads: It is a product of google which need an intro. It basically is utilizing us as a marketing communication order to advertise product & services in google network. It has three elements

Headline

Description

Display

The text ads will appear and placed on google Display network have a lot of websites which will be related to gmail, blogged or youtube. They will show you text ads.

Drawbacks:

Customers cannot buy try

They buy ur product

The site crash

Tough competition even this

Pandemic people are increas

Lack of reliability and

security because of

poor implementation

b) Servicing Sectors: Ecommerce have changed the servicing sector in this way people from different Government/ private sectors working in hospital military Banks or any office they work in morning and evening shifts sometime night. So its very hard to buy products from retail market during working hours

For son or daughter birthday during night shift, so with the help of e-commerce you can buy anything you want and you pay online for a job for particular company to deliver that product. Due to the power of the internet smaller businesses now have the ability to reach customer on a national and even global scale.