

**NAME: FARWA JAMIL**

**ID: 14745**

**BBA**

**5th SEMESTER**

**SUBJECT: E-BUSINESS**

**MID TERM PAPER**

**TEACHER: SIR ZAKIR RAHIM**

**DATE: MONDAY, 30TH NOVEMBER, 2020**

**QUESTION 1:**

In current pandemic situation people prefer to be indoor and complete their tasks while staying indoor and avoid human contact.

Most of the banks have now started to provide their services online through website or their own app. People can now pay bills online that could be electric bill, gas bill or school fees. My brother studies at LUMS and we are paying his fees online in this pandemic situation. We are also paying house rent to the owner through transferring money to his account from the app rather than going to his house which is just a street away but the only aim is to keep social distance. The stornfiber bill is also paid online. People can see account history and transactions from anywhere and find out any unauthorized transactions quickly and resolve them right away. My mother transfers money to my grandmothers’ account through app anytime any day even on Sundays. Now people don’t have to drive to nearby branches and wait for their turn or don’t have to touch ATM machine which is major source of COVID transfer.

People are home almost all the day in this pandemic so they are more intended towards investing money in bonds or trade stocks and funds at very low cost using just their computer from anywhere even their room or while traveling. Zafarstocks.com is online trading in Pakistan stock exchange through zafar stocks, we just have to make online trading account and it’s free, safe, faster and secure. Another example is akdsecurities.net; it is Pakistan first online stock trading platform which enabled investors to trade at the Karachi stock exchange using their computer. Moreover there is enough of information available on each of the site for people to easily make investing decision. It eliminates the middle man as now people don’t have to go to brokers to arrange for purchases or sales, which reduced the costs of dealing and made online trading affordable. People are now handling their own finances and are responsible for them. People are getting experienced in understanding market in no time and can differentiate good investment from bad ones because of large information available, people can now predict market behavior and rise and fall in the price of stock.

As universities, schools and colleges are closed for the betterment of society institutions are now offering online classes through google classroom and zoom app, or are uploading lectures so that student can view anytime of the day or can watch again and again for better understanding because on call voice is not much clear and is noisy most of the times. On the websites students can upload their assignment and quiz with the due date and time mentioned. Special videos for kids are made which are colorful using animations and graphics to explain concept and this way they won’t be bored or blank at the end of class. Parents couldn’t go anywhere because of their children schools but now they can do their tasks easily because kid is in front of their eyes and even are giving more time to their kids, and making them to study under their own supervision. Students who lived at hostels are now at home paying no hostel fees, food and transport expenses reduced and they had the most chances of catching COVID.

**QUESTION 2:**

1. The invention of Data networks contributed the most to enormous growth of ecommerce. The use of data networks basically means local area network (LAN) and wide area network (WAN). They gave boost to ecommerce. They allow us to connect disperse computers systems especially through WAN. Because of this we can communicate with each other no matter in which corner we are from the world. It not only allows u to be connected with others but also exchange huge amount of information with each other. If WAN and LAN weren’t invented then internet wasn’t possible, and if internet wasn’t possible then ecommerce wasn’t possible too. Because of internet people can now do online business and save their operational costs and generate high profit, we can now shop and trade and trade money and much more. We can invest in bitcoins. We can do video and audio calling free of cost without loved ones who are out of the cities or even countries. Other than these two data networks we have satellite network. Telephone operating companies use satellites for data and voice transmission to mobile phones on the ground. Some satellite networks provide navigation information, military surveillance or weather data.

b) Text ads are ads that use no graphic, animation or pictures but have simple and short promotional message. Text ad feature text or text links that marketers use to promote their brand, message and products. This is one of the best ways to effectively reach online users. Google was first to use text ads and they found out that were less prominent in annoying way than banner ads and they only reached people who wanted to learn more about the product or service. For example if you search for iPhone mobile on google many links will be shown to you with small Ad written showing its text ad. Some websites that provide information for example newspaper, blogs and magazines use text ads in a way that have some text displayed as hyperlink that lead to advertisers site known as inline text ad. Recently I wanted to buy bag for my university and a blogger reviewed online bag selling page and I went to her blog and in that a separate paragraph was included in the middle of the blog as sponsored links, I clicked there and was directed to page and placed order.

**QUESTION 3:**

1. 1. E-commerce is not fully secured or reliable. In the recent years one of the Pakistan’s bank systems was hacked and people’s personal information and accounts were no more secure and confidential and the bank face huge loss and lost loyal customers and they switched to other banks for availing services because it was hard for customers to trust again. Hacking can be minimized but not be fully finished.

2. Technology is changing in very fast pace so organizations have to run at same pace too so that they are not left behind in the market and are able to have competitive edge over others using latest technology and capture maximum market share.

3. pressure is created as the business models can be copied easily over internet which can decrease the organizations growth and increase the competition, now organization have to do something innovate to sustain and have edge in the market and are preferred over others.

4. Because of the newer technology organization need to buy new systems to cover up the difference, continue the effective running of organization and easily share and transfer data.

5. Customers have to buy computers otherwise cannot participate in the new digital economy

6. Customers cannot try things, feel and sense the quality before they buy. Customers often have high expectations and the product often don’t meet the expectations which creates negative image in the consumers mind of the product or service

7. If the site crashes customers can’t buy during that time and that makes customer to switch to other websites.

8. As mentioned above there is always change in technology which makes the older versions of things useless so the disposing off the things creates pollution. E.g. first there were big speakers now the new speakers are handy and require less space. First there were lcds now they have introduced the slimmer version which is led.

9. We often get late deliveries. I ordered shoes for wedding but I received them after wedding which was of no use to me, they were unable to deliver on the promised time

10. Some websites require credit card for shopping they don’t have option for cash on delivery, many of us including I myself don’t have credit card. I wanted to order hair removal laser machine from us but I didn’t had credit card so I couldn’t buy.

1. First seller used to post advertisements specifically classified ads most probably on daily English or Urdu newspapers e.g. dawn newspaper to reach maximum potential buyers or post a chart on the back of car or rickshaw to reach target audience. My mother had plot at kohat and we wanted to sell it so we posted small banners with contact number on it on the city side and near tailor shops or grocery shops. Even after selling it we still receive calls it’s almost been an year, my mother changed number now. But now thanks to ecommerce online auction is possible. There are several ways to auction. The seller puts up an item for sale on site and mentions minimum price he is willing to accept. After the specified period is over highest bidder is made purchase for example salasarsm.com. Similarly another way is the seller puts up item for sale at high price and the price is reduced until a potential buyer accepts the bid for example eauctionservices.com that provides reverse auction services. The third option is price quantity pair auction mostly for business purposes. The price depends on quantity of item.

**THE END**