## NAME :

## MALIK FAIZAN AHMED

## ID : 14313

## SUBJECT :

### E BUSINESS

## SIR ZAKIR RAHEEM

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# FINAL TERM PAPER

QUESTION : 1

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

ANSWER:

Worldwide internet business retailers are required to be over $ 4.2 trillion USD by 2020 and arrive at more than $ 6.5 trillion by 2023. More than 2.1 billion customers are relied upon to purchase merchandise and ventures online by 2021.

The design business has been (and still is) one of the most persuasive segments of the Web based business transformation. Accessibility, access to a wide scope of various items and the heartiness of the business itself are quick items, at certain focuses can make this development conceivable. 36% of online clients purchase garments online in the EU in 2017.

Fashion is the largest B2C E-commerce market segment and its global size is estimated at US$528.1 billion in 2019. The market is expected to grow further at 12.2% per year and reach a total market size of US$829.6 billion by the end of 2024.

More people than ever are using online retailers to buy their fashionable products. The amount of money these people have created has allowed businesses to grow and is now crucial to their success.

Online shopping is giving fashion consumers a whole new world of possibilities and they want to get the most out of that. Whether that be from customizing items or navigating a simple interface to mobile devices, consumers are influenced by various factors that lead them to choose the online experience.

Online shoppers tend to regard personalized offers highly. Many customers will shop around for the best deal. However, if there is a deal tailored specifically to the person, for example a birthday discount; then the customer will more than likely use that store.

Personalized products have a similar effect with drawing customers away from the competition by offering unique products.

Nike, a main style maker of design items, saw a development of 30 percent in its web based business deals in the year 2012. Debenhams, an online design retailer, saw its online deals increment by 40 percent in a multi month time of 2013. John Lewis saw an ascent of 20.7 percent in the year 2012. It is anything but difficult to showcase items with the help of web, as the advertising techniques included are incalculable and the outcomes are overpowering from a drawn out perspective.

QUESTION : 2

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 internet?

ANSWER :

“An auction is a process of buying and selling goods or services by offering them up for bid, taking bids, and then selling the item to the highest bidder.”

Online sell-offs specifically separate and expel obvious constraints of live sale, for example, geology, nearness, time, space, and littler objective crowds. The barterings went from a live sale to an online sale with the assistance of innovation.

For retailers, it provides access to a highly expanded pool of potential buyers, and the low cost of access makes it easy for individuals and businesses to offer goods and services. The majority of survey respondents participating in online auctions do so only as bidders.

## [Types of Auctions](https://martinjurisch.com/wordpress/types-of-auctions/):

**1: Minimum-Bid Auction**: Sometimes called a minimum published bid auction. In this type of auction the lowest acceptable price is predetermined by the seller and the auction firm.

**2: Reserve Auction:** In a reserve auction, the seller reserves the right to accept or reject the highest bid. The owner, with the advice of his agent, determines the price at which he would be willing to sell the property.

**3: Absolute Auction**: In an absolute auction there is no minimum bid. The property is sold to the highest bidder, regardless of price.

QUESTION: 3

1. Explain the purpose of introducing text ads? Define text ad and how text ads Appear?

ANSWER:

DEFFINATION:

## A text ad is a form of marketing communication that advertisers can use to promote their product or service on the Google Network.

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EXPLANATION:

Text-based ads, although common in email, have been dominated on the Web by their graphical-based counterparts.

Affiliate marketing is one area where text ads have flourished. However, many mainstream advertisers are only beginning to discover the power of text. Google has caused a buzz with its text advertising options, generating a self-proclaimed “click-through rate 4-5 times higher than industry standard for banner ads.”

While lacking some of the advantages of graphical ads, text-based ads have some powerful advantages of their own. They download almost instantly and are not affected by ad blocking software.

Text ads on Display can run as native ads, adjusting their fonts, colors, and design to the sites they show on.

QUESTION: 3

1. How retailers of books, music and video have benefited from web catalogues?

ANSWER:

Web catalogues contain a collection of linked internet addresses which are mostly sorted according to specific criteria e.g. by industry. They help users search for information in a more targeted way. Before the emergence of search engines, web catalogues were the only way to search for a website on the internet.

Retailers can get befitted in the following ways:

* BETTER END-TO-END BUSINESS INTEGRATION
* INSPIRE PRODUCT CONFIDENCE IN BUYERS
* BETTER DATA INSIGHTS FROM CUSTOMERS
* TRANSITION TO ECOMMERCE
* EXPAND CUSTOMER REACH WITH DIGITAL CATALOGS
* IMPROVED LEAD GENERATION OPPORTUNITIES

QUESTION : 4

1. Write a few areas where push technology is applicable?

ANSWER:

**Push technology**, or **server push**, is a style of [Internet](https://en.wikipedia.org/wiki/Internet)-based communication where the request for a given transaction is initiated by the publisher or central [server](https://en.wikipedia.org/wiki/Server_(computing)). It is contrasted with [pull](https://en.wikipedia.org/wiki/Pull_technology)/get, where the request for the transmission of information is initiated by the receiver or [client](https://en.wikipedia.org/wiki/Client_(computing)).

Push services are often based on information preferences expressed in advance. This is called a [publish/subscribe](https://en.wikipedia.org/wiki/Publish/subscribe) model. A client "subscribes" to various information "channels" provided by a server; whenever new content is available on one of those channels, the server pushes that information out to the client.

Push is sometimes emulated with a [polling](https://en.wikipedia.org/wiki/Polling_(computer_science)) technique, particularly under circumstances where a real push is not possible, such as sites with security policies that require rejection of incoming HTTP/S requests.

## Examples:

### Webpush:

The Webpush proposal of the [Internet Engineering Task Force](https://en.wikipedia.org/wiki/Internet_Engineering_Task_Force) is a simple protocol using [HTTP version 2](https://en.wikipedia.org/wiki/HTTP/2) to deliver realtime events, such as incoming calls or messages, which can be delivered (or “pushed”) in a timely fashion. The protocol consolidates all [real-time](https://en.wikipedia.org/wiki/Real-time_computing) events into a single session which ensures more efficient use of network and radio resources. A single service consolidates all events, distributing those events to applications as they arrive.

### HTTP server push:

HTTP server push (also known as HTTP streaming) is a mechanism for sending unsolicited (asynchronous) data from a [web server](https://en.wikipedia.org/wiki/Web_server) to a [web browser](https://en.wikipedia.org/wiki/Web_browser). HTTP server push can be achieved through any of several mechanisms.

### Long polling:

Long polling is itself not a true push; long polling is a variation of the traditional [polling](https://en.wikipedia.org/wiki/Polling_(computer_science)) technique, but it allows emulating a push mechanism under circumstances where a real push is not possible, such as sites with security policies that require rejection of incoming HTTP/S Requests.

Following are the Area of Applications For Push Technology:

* Integration Systems.
* Transportation Alert Systems
* Email.
* Mobile App.
* Messaging.
* Notifications

QUESTION: 4

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

ANSWER:

## *Push Technology*

Push technology gets its name from its ability to push information to a user’s desktop instead of waiting for user to make a request. Modern webcasting products encourage the user’s cooperation for managing the information. This is particularly true for intranet users.  
  
Push technological services are managed in advance according to the information priority model, which is also known as the subscribe/publish model.

\* Bandwidth and user hard disk space are assumed to be unlimited but they are limited.

* Interactivity is not important except in scientific, limited circumstances, when it is used, it must work reliably and easily.
* Push channels do not build community any more than a traditional magazine.
* Users rarely get just the right information just in time.
* Push channels won't save time compared to traditional media in areas such as finding a movie listing.
* There aren't intelligent agents.