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| <b>Course</b>       | <b>E-Business</b>     |
| <b>Semester</b>     | <b>5<sup>th</sup></b> |
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| <b>Program</b>      | <b>BBA</b>            |

**Submitted Date:19April2020**

## **Q.1 Part A**

**Ans.**

Buying and Selling Products and services via internet e-commerce is also known as electronic commerce and internet commerce. In current situation all over the world as well as Pakistan are under complete lockdown and people are not able to buy or sell any thing physically means the business is near to stop. So here comes e-business and e-commerce which is generally a new idea in Pakistan. But its shape a new term of retail buying or selling means one do-not have to go to market physically for buying and evaluating the price, and quality of consumer goods all it can be done online.

Example: Daraz.com, Hummart.com, Amazon.com, Alibaba.com

(An Online store which deliver Grocery at your door step).

## **Q.1 Part B**

**Ans.**

1. Internet accessibility as an issue.
2. Security due to which the customer account are hacked by Cyber-criminals and Hacker.
3. One of the e-commerce disadvantage the site crash on which the Customers can not trust.
4. Start-up cost is very high.
5. Late delivery.
6. Lack of Privacy.
7. Shipping Problems.
8. Fake Quality.

## Q.2 A

**Ans.**

1. Mobile Traffic (The increase of mobile friendly website has contributed a great deal to e-commerce growth and recent year)
2. Get your technology right (When the customer visit to your website and get satisfied)
3. Social Media (From which the customer aware about your product and start buying )
4. High Competition
5. Global Reach (Now the companies are not limited to a certain geographically location they can reached to there customers globally)
6. Cost effectiveness in this the customer are directly contact with the companies and there is no third party included.
7. Have attractive pictures ( The e-commerce are used the attractive pictures from which the costumer are attracted to there products)
8. Social (Increase in the Literacy rate asses to the technology)
9. (24/7) Aviability (Now the companies are not bounded they can run there operation 24 hours of the day (7 days) in week.

## Q.3 Part A

**Ans.**

**Price effect** on Net due to competitors because the competition is increase in market day by day, and an E retailing the customers compare the price.

**Profit Margin** Make lower profit margin due to competition, then the consumer will use your product.

**Shipping** (The issue every one now a days is facing in E retailing as of the shipping of the product which some time shipped late or damaged product during shipping, SO

companies have consider there shipping options / partner very carefully, which can make them market leaders).

### **Q.3 Part B**

**Ans.**

Some online retailing websites offer a speciality that no other offer it is hard for them to offer it, There speciality makes them unique in the market making them market leader in there services.there is a website names Yatra.com, Its socialized in booking hotels for travelers but what it specializes is in the price of booking of room. Its compare all online websites whom are offering room booking for same hotel and then compare prices for the costumer so that he able to pay the least amount for there booking.

