**Course:** E-Business  **Program:** BBA

**Semester: 5**th **Major Assignment**

**Total Marks:** 50 **Instructor:** Zakir Rahim

Due Date: 29th June,2020

**Instructions:**

* Students are required to solve the provided assignment and upload it on SIC before mentioned time.
* The solutions can be type-written or hand-written.
* In case of handwritten solutions, you are required to copy pictures of the solved assignment in Ms-Word and upload it.
* The solutions must be uploaded either in Ms-Word format or pdf format.
* Students are required to save the file with their name and student id. For example ahmad\_12345.

Q1. In your opinion which E-service(s) has had enormous growth in recent years? Justify your answer with suitable examples. (10)

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 internet? (10)

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

Appear? (7)

(b) How retailers of books, music and video have benefited from web catalogues? (8)

Q4. (a) Write a few areas where push technology is applicable? (8)

(b) What are the possible drawbacks of push technology, if any? (7)