**E-Business**

**June 2022 Examination**

# Q1. Considering that cyberspace security is becoming a growing concern for any e-business, enlist some of the major security threats (at least 5) faced by e-businesses across India and give examples of few of the software (at least 5) that could be used to secure its environment. (10 Marks)

# Answer 1.

## Introduction

Ecommerce safety is a set of policies that ensure secure online transactions. It includes standards that shield individuals who sell and buy products online. We need to benefit the consider of our customers via the usage of primary e-trade safety features. Stopping any behavior that might lead to the sharing of unauthorized client statistics with third parties is a part of maintaining confidentiality. No one else has access to consumer non-public information or account statistics aside from the net service provider of their desire. Another important idea in e-commerce safety

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# Q2. With the rapid evolution of technology and penetration of the technology enabled devices, e-businesses are gaining more and more prominence thereby generating sustainable revenue. Discuss the various revenue models and the associated issues for an e-business. (10 Marks)

# Answer 2.

## Introduction

The business begins with an idea about the way to provide value to a purchaser. A sale, or the total sum of money earned, is the coal that keeps our train rolling. Relying on the intricacy of the business version, revenue will increase cowl manufacturing, distribution, advertising, and other prices till we reach profitability. The profits model is a part of a business model that describes the various sales generation strategies and their sources. This is a high level of answer to how we can earn sales from the price we supply to a positive phase of consumers. Over the last several

**Q3. Let us suppose you have been hired by a promising startup (choose any 1 industry/sector) in the e-commerce space as a marketing consultant to enhance their business productivity. Post the initial survey you discovered that the company is still replying on traditional tools and methods for their business operations. To enhance the effectiveness of their operations, you decided to meet and explain to the management about the various online marketing strategies and tools that are typically useful for e- businesses like theirs.**

**a. What would you tell them about the available online marketing strategies for their e- business? (5 Marks)**

# Answer 3a.

## Introduction

The electronics zone as a whole is expanding as corporations around the world find out new ways to use its numerous applications. There may be an excessive need for electronics in all categories. However, inbound advertising is the handiest approach to ensure that your company

**b. What are the various kinds of online marketing tools for their e-business that you are aware of? (5 Marks)**

**Answer 3b.**

**Introduction**

Managers or even executives may also discover digital electronics marketing daunting. Become aware of our target demographic and define our brand's tale from the beginning. An effective electronics advertising method is constructed on virtual strategies. As contention within the IT business heats up, we must not simplest expand your product however additionally our