## ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

**(Department of Computer Science)**

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Course: E-Commerce Application (3522) Semester: Spring 2011

Level: MBA-IT Marks: 100

**ASSIGNMENT NO. 1**

**Note:** *All questions carry equal marks.*

Q.No.1 Explain the concept of e-commerce. What are the potential benefits of electronic commerce for businesses?

QNo.2 Explain the practices of competitor analysis on internet. Use suitable examples.

Q.No.3 Explain how technology management is carried out in e-business? State your answer in the context of IT infrastructure.

Q.No.4 Explain the working of digital cash on line. Why payment via credit cards is not secured as compared to digital cash?

Q.No.5 How can you explain business to business (B2B) electronic commerce? Also explain the basic models observed in business to business (B2B) electronic commerce.

**ASSIGNMENT NO. 2**

Total Marks: 100

**Note:** *All questions carry equal marks.*

Q.No.1 What do you mean by Data Encryption? Define algorithms which are used for Data Encryption.

Q.No.2 What is the importance of web design in promoting e-business? Justify your answer with suitable example.

Q.No.3. Selecting the right ISP is an important activity of marketing strategy. Justify your answer in the context of real time application.

Q.No.4 Compare the capabilities of Internet Search Engines. Draw a comparison table with detailed information.

Q.No.5 Write notes on the following:

i. Internet Chat Solutions

ii. Hyper Text Mark-up Language

**3522 E-COMMERCE APPLICATIONS**

***Recommended Book:*** *The E-Business (R) Evolution by Daniel Amor*

**COURSE OUTLINES**

**Unit No.1 Introduction to Internet Business**

(a) Internet and Online Business

(b) Defining E-business

(c) Reasons for Going Online

(d) Differentiating between E-business Categories

(e) Using the New Paradigm of E-business

**Unit No.2 Preparing the Online Business**

1. Competitor Analysis on the Internet
2. New channels
3. Paradigms in the New Economy
4. Driving Business process Re-engineering
5. Designing, Developing, and Deploying the System

**Unit No.3 Selecting the Technology**

1. Internet Networking
2. Exploring the IT Infrastructure
3. Deciding on the enterprise Middleware
4. Choosing the Right Enterprise Applications
5. Building the E-business Applications

**Unit No.4 Avoiding Legal Issues**

(a) Global Contracts

(b) The Web Site

(c) Encryption Algorithms

(d) Crisis Management

**Unit No.5 Marketing Strategies on the Web**

1. Internet Marketing Technologies
2. Web-Design
3. Attracting visitors to your Site
4. Virtual Societies e. Localization
5. Localization
6. Promoting Your E-business
7. Banner Ad Campaigning
8. Online Measurement
9. One-to-One Marketing
10. Direct Marketing
11. Choosing the Right ISP

**Unit No.6 Search Engines and Portals**

1. Searching the Internet
2. The Future of Searching
3. Intelligent Network Agents
4. Portal Sites, the New All-in-One Mega Web Sites
5. Electronic Software Distribution
6. On-line Resources Management

**Unit No.7 Interactive Communication Experience**

1. Internet chat solutions
2. Internet-based Trainings
3. Finding the Right Browser
4. The Hypertext Markup Language
5. Web Application Servers
6. Creating a Security Strategy
7. Fighting Virus and Hoax Virus Warnings

**Unit No.8 Paying via the Net**

1. The Payment Business
2. Post-paid Payment Systems
3. Instant-paid Payment Systems
4. Pre-paid Payment Systems
5. Comparing Payment Technologies
6. The Future of Payment

**Unit No. 9 Case Study**