



तेजस्वि नावधीतमस्तु  
ISO 9001:2008 & 14001:2004  
NAAC ACCREDITED

# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi  
and Approved by Bar Council of India & NCTE

**BBA: 2nd Semester**

**E-Commerce**

**Code: 106**

**OBJECTIVE:** The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

**QUESTIONS:**

- 1) What do you understand by the term E-Commerce?
- 2) Define the use of various Tags in HTML.
- 3) Explain the concept of e-Money.
- 4) What are the E-Commerce applications in various Industries?
- 5) Explain the Security issues in E-Commerce.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

The Students should be able to understand the concept of Electronic Commerce and its application in various areas.

**SUGGESTED READINGS**

- Elias M. Awad(3<sup>rd</sup> Ed.,2007), Electronic Commerce – From Vision to Fulfillment, PHI Learning.
- Joseph, P.T. and S.J.(4<sup>th</sup> Ed.,2012), E-Commerce –An Indian Perspective, PHI Learning.
- Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009): Electronic Commerce-A Managerial Perspective, 4<sup>th</sup> Edition, Pearson Education.
- Bharat Bhaskar(4<sup>th</sup> Ed.,2013), Electronic Commerce-Framework, Technologies and Applications, Tata Mc Graw Hill.
- Dave Chaffey (4<sup>th</sup> Ed.,2013), E-Business and E-Commerce Management-Strategy, Implementation and Practice, Pearson Education.
- Schneider Gary, (9<sup>th</sup> Ed., 2014), Electronic Commerce, Cengage Learning.