







E-Commerce Industry for SSC & Banking Exams - GK Notes in PDF

E-Commerce is a transaction of buying or selling online. This Industry is flourishing at a rapid rate. Hence, almost all the government exams especially SSC & Banking includes some questions related to the working of the E-Commerce Industry. Moreover, many Government Recruitment Exams like IBPS PO Mains, SBI PO Mains, SSC CGL Tier III, Insurance Exams etc., take their 2nd Stage of the exam as descriptive papers. At this stage, you will be asked to write essays on various topics of on Economics. Hence, read this article on E-Commerce Industry for SSC & Banking Exams will help you prepare for this topic completely. Moreover, you can also take our Online Mock Tests if you are preparing for the above-mentioned exams.

E-Commerce Industry for SSC & Banking

What is E-Commerce Industry?

E-Commerce is more than just web shopping. It is the newest industry that is been flourishing with rapid speed. As a matter of fact, it is the fastest growing trade sector and has outpaced every other trade and manufacturing sector. In E-Commerce, the business activities are conducted using electronic data transmission via Internet and WWW. It consists of the buying and the selling of products or services over electronic systems and other computer networks, using technology such as **Electronic Data**Interchange (EDI), and Electronic Funds Transfer (EFT). The functioning of E-Commerce Industry is described below:















E-Commerce also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.

Elements of E-Commerce

The various elements of E-Commerce include the following:

- 1. Product or service to offer
- 2. Place
- 3. Marketing
- 4. Orders
- 5. Transactions
- 6. Fulfillment
- 7. Returns
- 8. Customer service and technical support

Types of E-Commerce



FASTEST WAY TO PREPARE CURRENT AFFAIRS











1. B2B (Business-to-Business)

Companies sell products or services to other companies over the Internet. Business-to-Business (B2B) e-commerce encompasses all electronic transactions of goods or services carried on between the companies. The Producers and Traditional Commerce wholesalers operate with this type of electronic commerce.

2. B2C (Business-to-Consumer)

The business sells products or services directly to consumers over the Internet. The Business-to-Consumer type of e-commerce is distinguished by the establishment of Electronic Business Relationships between Businesses and Final consumers. It basically corresponds to the retail section of E-commerce. Here traditional retail trade normally operates.

As compared to buying retail in traditional commerce, the consumer has more information available in terms of informative content. Moreover, there is also a widespread idea that you'll be buying cheaper, without jeopardizing an equally personalized customer service as well as, it ensures quick processing and the delivery of the consumer's order.

3. C2B (Consumer-to-Business)

It is consumer Selling Products or Services to Businesses. In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of E-commerce is quite common in crowdsourcing based projects. A large number of individuals make their Services or Products available for purchase for companies seeking these types of Services.

4. C2C (Consumer-to-Consumer)









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It is basically Consumer selling Products or Services directly to other consumers. Consumer-to-Consumer (C2C) type E-commerce encompasses all electronic transactions of goods or services conducted among the consumers. Usually, these transactions are conducted through a third party, which provides the online platform where the transactions are carried out.

5. Business-to-Administration (B2A)

This part of E-commerce includes all transactions conducted online between Companies and Public Administration. This is an area that involves a large amount and a variety of services. It focuses on areas such as fiscal, social security, employment, legal documents and registers. These types of services have increased in the recent years with investments made in E-government.

6. Consumer-to-Administration (C2A)

The Consumer-to-Administration model includes all Electronic Transactions conducted between Individuals and Public Administration.

Examples of C2A includes:

- **Social Security** It is done through the distribution of information, making payments, etc.
- <u>Education</u> It focuses on disseminating information, distance learning, etc.
- <u>Health</u> It is about appointments, information about illnesses, payment of health services, etc.
- <u>Taxes</u> It relates to filing tax returns, payments, etc.



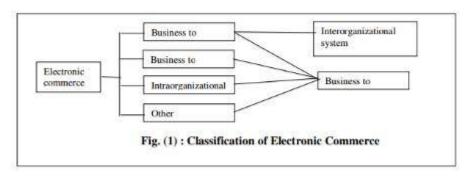








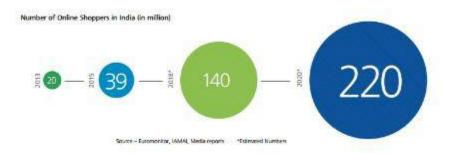




Examples of E-Commerce Industry

- Online Ticketing
- Internet Banking
- Electronic auction
- Online selling (Buying and Selling of goods)
- Online selling (Buying and Selling of services)
- Transmitting or funds or data

India has an Internet user base of about **450 million** i.e. 40 % of the population. Despite being the **second-largest** user base in the world, the penetration of E-commerce is low compared to Markets like the United States or France but is growing at an unprecedented rate.













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Indian E-commerce sales are expected to reach **US\$ 120 billion by 2020** and three of the main driving factors to supplement this rise would be the inculcation of **niche players**, **the role of FDI and GST**. The figure below clearly shows the **working of E-Commerce** Industries along with the system involved.

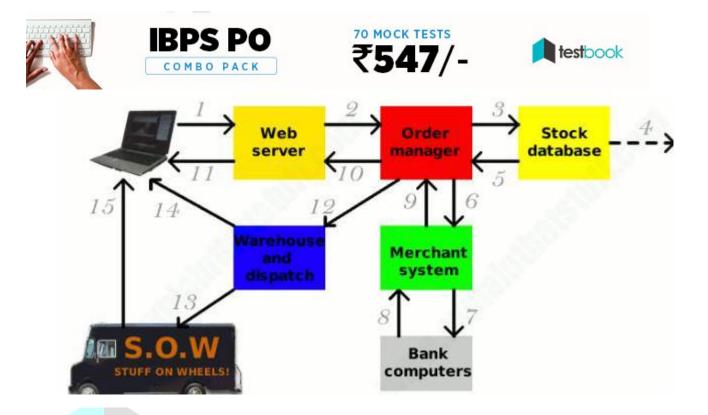
The foundation of a good Online Store is a web server to host it on. Factors such as support, reliability, bandwidth, features, and cost will drive hosting provider selection.

- The **usable merchant interface** over fancy-looking complex interface has to strike a balance between requirements. It is the tool you use to manage your online store.
- **Product catalog** is what your customers see and the way you design your pages and present your products have a significant impact on how potential customers perceive your store.
- The **shopping cart** is what your customers will use to place orders.
- **Accepting payments** is the backbone of any online store; without it, customers can't place orders. Orders are then dispatched from the warehouse.









Advantages of E-Commerce Industry

E-Commerce advantages can be broadly classified into major categories like Advantages to organizations, consumers and society. Few highlighted benefits of E-Commerce are:-

- Faster buying/selling procedure
- Buying / Selling 24 / 7
- Low operational costs with better quality of services
- Easy to start and manage a business
- Cost Effective including higher Margin
- Better Productivity
- Allows for product and Price Comparison
- No standing in Queues or being placed on hold forever
- Ease of communication and superior customization
- Enhance convenience

Drawbacks of E-Commerce Industry

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Just like the two sides of the coin i.e. head and tail, same with the E-commerce industry. It too had a positive as well as negative aspect. Some of the drawbacks of E-commerce industry are:-

- · Lack of personal touch
- No guarantee of product quality
- Payment gateways are always prone to attacks
- Security issues and credit card fraud
- Integrity on Data and system
- Impulsive purchase
- Inability to experience the product before purchase
- Need for an internet access device and internet connection
- Lack of after sales support

Cyber Crimes in E-Commerce Industry

- Use a secure E-Commerce platform
- Use a secure connection for online checkout
- Beware of Internet scammers
- Use complex passwords
- Layer E-Commerce security
- Keep data encrypted

Conclusion

When you're an entrepreneur, trust is your most important currency. E-commerce is growing at a fast pace and mobile is a strong support platform to help achieve high growth and reach. It is essential that the Companies take extra care of their application security to avoid disasters that can result in a very bad PR and tremendous loss of business as well.















You can also read more about other General Awareness articles which are given below. Boost up your preparation skills and be ahead of the competition.

India's Administrative System

Concepts of Microeconomics

<u>How to Prepare Probability for SSC CGL Tier II – Study</u> <u>Notes in PDF</u>

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