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| **SESSION** | **FEB ’24** |
| **PROGRAM** | **BACHELOR OF BUSINESS Administration ( bba)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3113 E-COMMERCE** |
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**Assignment Set – 1**

**1. Explain the importance of broadband telecommunication 10**

**Ans 1.**

Broadband telecommunication, often simply referred to as broadband, is a critical component of modern communication infrastructure, playing a pivotal role in various aspects of business, education, entertainment, and societal development. Its importance stems from several key factors:

**High-Speed Connectivity**: Broadband enables high-speed data transmission over networks, facilitating swift and efficient communication between individuals, businesses, and Its Half solved only

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**2. Why is corporate strategic infrastructure required? 10**

**Ans 2.**

Corporate strategic infrastructure is essential for the success and sustainability of businesses in today's competitive and dynamic environment. This infrastructure comprises a range of tangible and intangible assets, systems, and processes that support the organization's strategic objectives and enable it to operate efficiently and effectively. Several key reasons underscore the importance of corporate strategic infrastructure:

**Facilitating Operations**:

**3. How does secure electronic transaction protect e-commerce payment transactions?**

**Ans 3.**

Secure electronic transactions (SET) play a critical role in safeguarding e-commerce payment transactions by employing advanced cryptographic techniques and security protocols to protect sensitive

**Assignment Set – 2**

**4. Explain why e-commerce relies on encryption for securing data transmission. 10**

**Ans 4.**

E-commerce relies heavily on encryption for securing data transmission due to the following key reasons:

1. **Confidentiality**: Encryption ensures that sensitive data transmitted during e-commerce transactions, such as personal information and payment details, remains confidential. By encoding the data using complex algorithms, encryption renders it unreadable to

**5. Explain the concept of internet marketing. 10**

**Ans 5.**

Internet marketing, also known as online marketing or digital marketing, is a comprehensive strategy that leverages various online channels and platforms to promote products, services, or brands to a targeted audience. It encompasses a wide range of tactics and techniques aimed at increasing visibility, driving traffic, generating leads, and ultimately, achieving business objectives. The concept of internet marketing revolves around harnessing the power and reach of the internet to connect with potential customers, engage them effectively, and convert their

**6. What are the various components of the mobile commerce network system? 10**

**Ans 6.**

The mobile commerce (m-commerce) network system comprises several key components that work together to facilitate transactions and interactions between businesses, consumers, and other stakeholders in the mobile ecosystem. These components include:

1. **Mobile Devices**: Mobile devices serve as the primary interface through which users access m-commerce services. These devices include smartphones, tablets, wearables, and other