**SESSION DEC 23**

**PROGRAM BACHELOR OF COMMERCE (BCOM)**

**SEMESTER V**

**COURSE CODE & NAME DCM3104- E-COMMERCE**

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

**Ans 1.**

In today's digital age, broadband telecommunication plays a crucial role in facilitating various aspects of modern life. From business operations to personal communication, the importance of broadband cannot be overstated. This article delves into the significance of broadband telecommunication across different domains.

**Enhanced Connectivity**

Broadband

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

**Ans 2.**

**Introduction**

Corporate strategic infrastructure plays a pivotal role in shaping the success and sustainability of modern businesses, particularly in the realm of e-commerce. This infrastructure encompasses various elements that are essential for establishing a robust foundation upon which a company can thrive in

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

**Ans 3.**

**Introduction to Secure Electronic Transactions (SET)**

Secure Electronic Transactions (SET) is a protocol designed to enhance the security of electronic payment transactions conducted over the internet. SET utilizes various cryptographic techniques and authentication methods to protect sensitive information during online transactions.

**Encryption and Data**

**Assignment Set – 2**

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

**Ans 4.**

**Introduction**

E-commerce, the buying and selling of goods and services over the internet, has become increasingly prevalent in today's digital age. However, with the convenience of online transactions comes the risk of security breaches and unauthorized access to sensitive data. Encryption plays a crucial role in safeguarding data transmission in e-commerce platforms.

**1. Protection of**

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

**Ans 5.**

Internet marketing, also known as online marketing or digital marketing, is a dynamic and multifaceted approach to promoting products or services using the internet. In today's digital age, businesses leverage various online platforms and strategies to reach their target audience, engage with customers, and drive sales. This form of marketing encompasses a wide range of tactics, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and

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

**Ans 6.**

Mobile commerce, or m-commerce, has become increasingly prevalent in the modern digital landscape, revolutionizing the way businesses and consumers interact. At the heart of m-commerce lies a complex network system comprising various components that work together to facilitate seamless transactions