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**Introduction**

Now a days the competition in business has increased. In this age of competition, for the development of business, the factor like human resources have become important. Elements like high quality goods, low cost, prompt transportation of goods and better services to customers have become important in business. The process of communication through proper means of communication has become essential for business units. E-Commerce has come into existence for the transactions between units and with the customers. Further, outsourcing has also become necessary for smooth operation of internal transactions of business.

**4.1 Meaning and Definition of Communication**

**4.1.1 Meaning :** Communication is made of two Latin words “Communis” and “Communicare”. That means ‘To share common’ Gradually the meaning of Communication has been changed and now a days its meaning has become wider.

The primitive man used non-verbal communication through signs and expressions. After that, language as dialect was used in communication. As a result of the development of science and technology with the help of language and signs, communication has become faster and easy through various media of communication.

Communication is a two-way process. It is the process of sending information from a source to the target. In this process, the sender, first collects information in proper form and then sends it via medium or channel. The receiver of information interprets the message and responds. Thus, in communication, information, concept, emotions, feelings or instructions are exchanged between two or more persons. In communication, when messages are transmitted through words i.e. by use of language, it is known as verbal communication. In verbal communication, information is in written or in oral form. Proper selection of words and their placement in the sentence is also important in verbal communication. Thus, specific meaning is extracted from the sentence. ‘Keep it Short and Sweet’ principle should be followed while creating a message. The message should be short and easy to understand.

When communication, process of passing information is attempted without using words, it is known as non-verbal communication. In this type of communication, information is exchanged through signals, physical expressions, gestures, postures, facial and eye expressions and in artistic way i.e. music, singing, dance, sculpture, picture, drawings, maps, cannon salute, siren etc.

**4 1 2 Definition :** Communication means exchange of thoughts, opinions and information through speech, writing or signs.

- Communication means a process of exchange of information among people regarding knowledge, concept, understanding, emotions, feelings and opinions. The sender selects proper medium which affects the receiver, and as a result his/her behaviour is changed, and a relationship with him/her is established and maintained.
- Communication means the process of inducing our thoughts into other's mind.

#### **Process of Communication :**

**Information :** Information means the outcome received after the processing the data. e.g., if we collect price of a thing from five different sources then these prices are data; but the details like maximum price, minimum price etc, are information.

**Process :** At this stage of communication the steps of exchanging information are :

**(1) Creation of Message :** Message is formulated in the process of exchange of communication. Message may be oral, written, verbal or non-verbal e.g. For travelling from Rajkot to Vadodara after 8 pm, the steps of information process will be as follow

#### **The Steps of Communication Process**

<b>Steps</b>		<b>Explanation of Steps</b>	<b>Example</b> <b>At what time after 8 pm a bus from Rajkot to Vadodara will be available ? The process of Communication of such questions.</b>
(1)	<b>Formation of message</b>	Message is created in exchange of information. Message can be oral, written, verbal or non-verbal.	At what time after 8 pm a bus from Rajkot to Vadodra will be available ? That sort of question is formed.
(2)	<b>Selection of Medium</b>	After creating the message in order to send the message one needs to go personally or select any one or more than one means of communication available.	Telephone is used as the medium of sending message.
(3)	<b>To send message</b>	The message is sent after selecting the information and medium of message.	It is inquired that at what time after 8 pm a bus from Rajkot to Vadodara will be available ?
(4)	<b>To accept the message</b>	The sender sends the message and receiver accepts the message.	Using the medium of telephone, the receiver receives the message that at what time after 8 pm a bus from Rajkot to Vadodara will be available.
(5)	<b>Interpretation of the message</b>	The sender selects proper words and uses such a language in the message that the receiver can interpret it very well.	When the sender sends the message that at what time after 8 pm a bus from Rajkot to Vadodara will be available ? The receiver understands that there is a query regarding a bus available for Vadodara's after 8 pm.
(6)	<b>Reply to the message</b>	The receiver of the message interprets the message properly and gives the reply.	The receiver of the message replies to the query "At what time after 8 pm a bus from Rajkot to Vadodara will be available, and will supply information accordingly."

## 4.2 Meaning of Internet

The word Internet is derived from two words 'Interconnection' and 'Network'. The word 'inter' refers to Internal and the word 'net' refers to 'network' in the word internet. Thus, internet means internal network. Internet is the largest computer operated system in the world. It has other names like the net, information super high-way, cyber space etc.

When a group of computers are connected with the purpose to share information and resources, it is called Network. For this, they should be connected using hardware and software. The system of connecting two or more computers is called Network. These computers may be in the same room, in different offices or at remote places. The area of network covers nearby computers as well as computers placed worldwide. Internet means the network of computers' network. No one owns the internet. Some organizations help in the management of various activities of the network.

There are four categories of computer network :

(1) LAN (Local Area Network) means computers at certain place are connected with one another through wire or without wire.

(2) CAN (Campus Area Network) means computers at a campus are connected with one another.

(3) MAN (Metropolitan Area Network) means computers of a city are connected with one another.

(4) WAN (Wide Area Network) means computers are connected globally without any physical boundaries. Thus, the different types of network is called internet.

Wide Area Network is divided into two categories. (a) Enterprise WAN (b) Global WAN.

**(1) Enterprise WAN :** It is wide area network of computers of a big organization. It is a network of the network of fixed computers of various places. It is a network established for an organization. This type of network is known as Intranet. e.g. , Indian Railways connect all its office computers through this type of network.

**(2) Global WAN :** This is a large network. This network has no geographical boundaries. It is spread in various countries and continents. It is one collective network of various organizations. It is called WWW (World Wide Web).

Nowadays, internet service providers have established their own separate communication system by removing the necessity of telephone. Many famous organizations have connected their computers and created a network. Thus, internet means a network of computers which establishes communication by a centralized organization with or without the help of telephone (cable) or with the help of satellite.

Text, picture, audio-visual, visual, audial and numeric information can be exchanged with the help of internet.

Mainly the following three types of functions can be performed through internet. :

**(1) Contact with Other Persons :** We can promptly and easily communicate with any person in the world with the help of E-mail through internet. We can chat with internet users across the world as if we are sitting in the same room.

**(2) Receiving of Information :** The computers across the world are connected with the help of internet. Thus, we can easily and immediately receive any information about any field.

**(3) The Connection with Other Computer System :** The direct connection with the other computer system is possible by using the medium of internet broadcasting.

E.g. : (1) The banking facilities are available online, (2) The railway tickets are available from any place, (3) The observation in the examination centre held by Gujarat Secondary and Higher Secondary Board is done with the help of internet.

**To Search Information From Internet :** The required information is easily available on internet.

To search information steps are as follows :

**Step 1 : Selection of Browser**

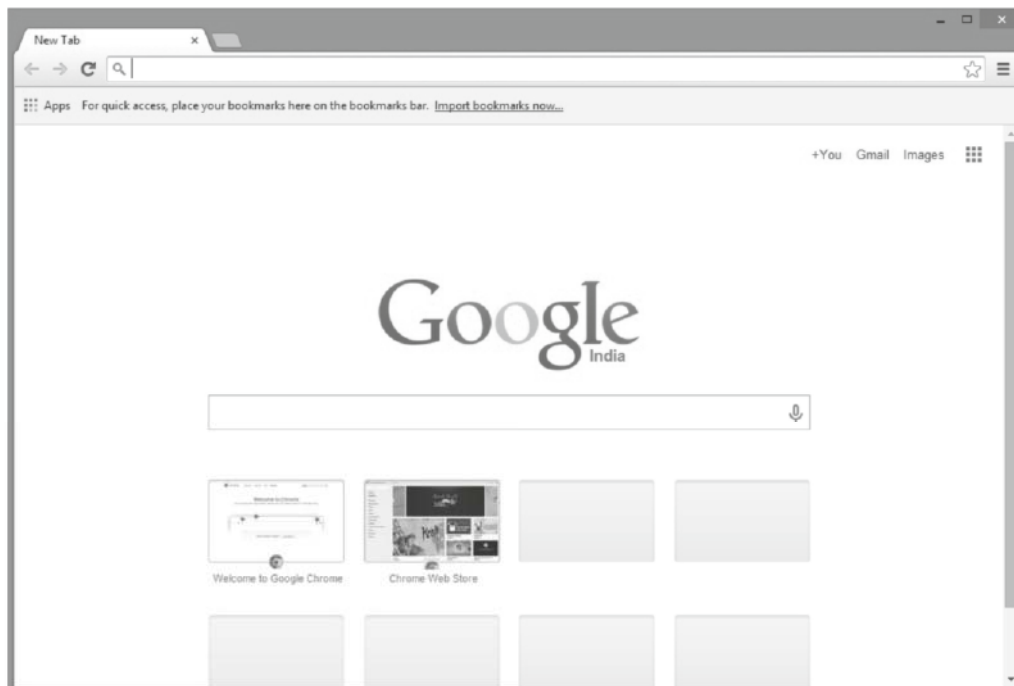
- After being connected with internet, open any internet browser. For example : FireFox
- In the figure 4.1 you can see the homepage of internet browser - Firefox.



**Figure 4.1**

**Step 2 : Selection of the Search Engine**

- The Homepage Search Engine will be open as we write the name of the website of the Search Engine in the search bar, in the browser window. For example If you write down [www.google.co.in](http://www.google.co.in), the Indian Homepage of Google Search Engine will open as shown in the Figure 4.2.



**Figure 4.2**



**Step 3 :** To enter required information in the search-bar.

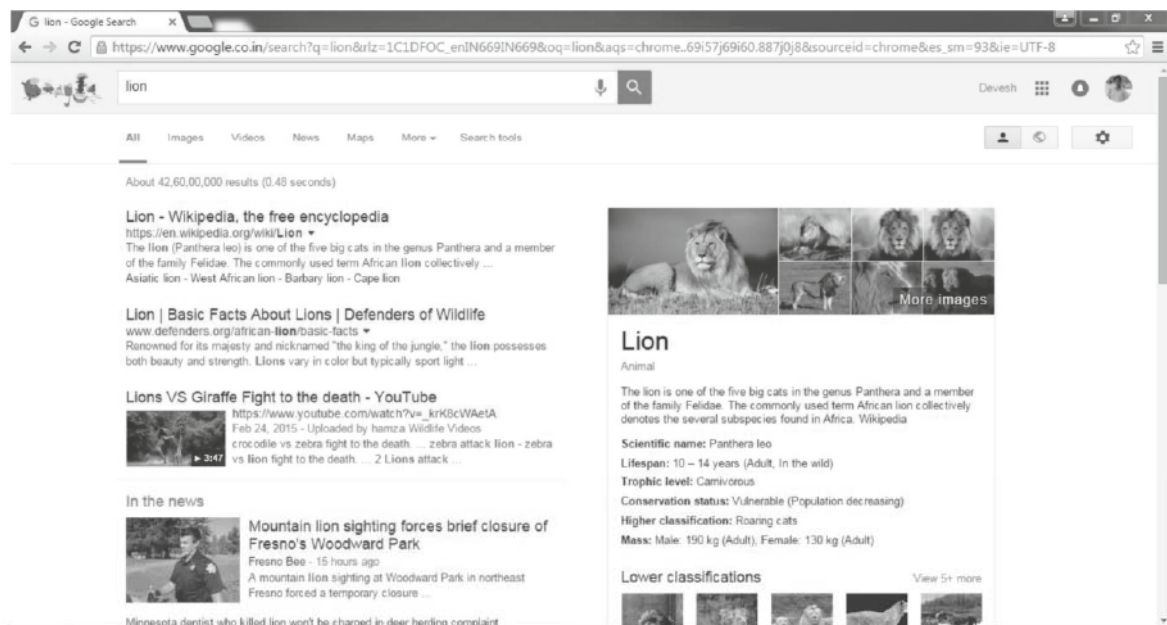
In the Homepage of the search-bar of Search Engine, the required information is entered in the text-box. e.g. if we want to get information about 'Lion' then type 'lion' in the search-box. If it is done so, we can find picture as seen in figure 4.3.



**Figure 4.3**

**Step 4 :** To select the Website.

The list of websites showing information about lion will open as soon as you click on search button which is shown in figure 4.3. The list of websites shown in figure 4.4. will follow :

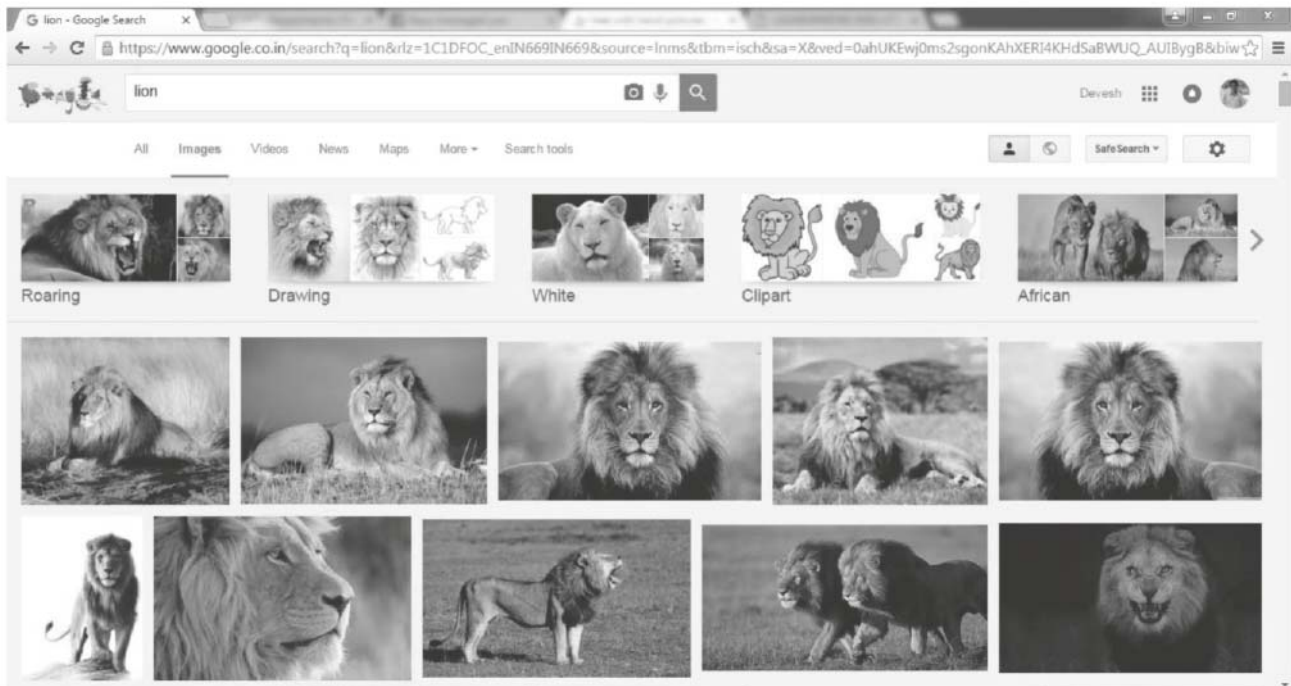


**Figure 4.4**

**Step 5 :** To get the required information.

From the list of the websites related to Lion, if you click on a particular website then that website will open and you can see the information available on that website.

If you want to see the various images of lion, then you have to click on 'Images' button on screen and then you will see various images of Lion as shown in the figure 4.5.



**Figure 4.5**

In this way if there is requirement of any information related in any field, you can get that from various websites in the forms of Text/Images or Video.

### **4 3 E-Commerce**

**4 3 1 Meaning :** E-Commerce means electronic commerce in which trading is done by electronic gadgets and medium. All the processes of this E-Commerce such as purchase, selling, advertisement and comparison with other products, transfer of money etc, are made by electronic gadgets. Media like internet, computer network, e-mail service, bank credit card, debit card are used for the trading.

Buying-selling, delivery of goods and payment of money by professional units have become easier due to E-commerce. Also time and expenditure of customers for buying have been reduced. Thus, there are many advantages of E-commerce.

The whole process of buying-selling has become easier and faster in comparison to the system of traditional business due to E-commerce. Business can be done at any time and place with the help of E-commerce. Many activities such as marketing process, distribution, phone, post and printing work are reduced because of internet. As a result, there is a decrease in over all cost and time for transportation. E-commerce provides better and quick service to the customer. Process of communication becomes faster by internet. Price of product, quality of goods and other questions can be solved easily due to easy interaction with customers. Solution to services or goods related problems has become faster.

**4 3 2 Field :** On the basis of parties involved and provided activities and services provided by E-commerce, the scope of E-commerce services can be classified as :

- |                                  |                                  |
|----------------------------------|----------------------------------|
| (1) B2C : (Business to Customer) | (2) B2B : (Business to Business) |
| (3) C2C : (Customer to Customer) | (4) C2B : (Customer to Business) |

**1 B2C : (Business to Customer) :** In this, there is a seller at one end and a customer at other end. The sellers sell their products or services to the customers with the help of internet through website. Customers can place their orders for the product of their choice at any time and from any place. The seller sells products directly to the customer without any middle man. The buyer is an independent customer. Online shopping is an ideal example of this type. In this process purchasing-selling are fast and easy. Besides retail selling, B2C includes many services like online banking, transportation etc.

**2 B2B : (Business to Business) :** In this, both the parties are professionals or traders, In today's competitive world, business units have become interdependent. B2B trading makes inter-dependency easy and effective. It establishes E-relationship with suppliers, distributors or other middle men. Competence can be achieved due to transparency among the professionals. The competence of daily business activities like management of supply, management of stock list, management of payment etc. is increased with the help of B2B.

**3 C2C : (Customer to Customer) :** Trading activities of customer is directly connected with other customer in this kind of arrangement. Internet users using website become seller or buyer as per the requirement. Customers get online facility of buying and selling without any middle man. The best example of this is auction sites (E-Auction). A customer who wants to sell a thing can put the details of his things on the website for function and other persons can bid for them. A person who bids the highest buys the thing. Besides, in the website like **olx.com, quicker.com** a seller puts information about his things and selling price. The buyer negotiates with him and then the transaction is processed.

**4 C2B : (Customer to Business) :** In this kind of E-commerce, customer gets large choice of products or services at suitable and reasonable price. The business units that provide such services or offer products declare conditions for sale and price of their services or products. This system helps to reduce time of negotiation and increases flexibility of customer as well as business unit. In this, terms of payment is decided by a customer. There are more arrangements in E-commerce besides this. If we consider Government as an independent body, the following kinds of arrangements can emerge.

- (1) Government to Business (2) Government to Citizen (3) Government to Government

#### **4 3 3 Requisite Equipment for the Successful Implementation of E-Commerce. :**

Capital, human resource and machinery are needed at primary stage to start any business while in E-commerce more resources are needed. They are :

**(1) Website :** For continuance of E-commerce, development, management, maintenance and upgradation of website is a must. In website, web means **WWW (World Wide Web)** while site means place. Website is address of a firm at World Wide Web. However, website is not any physical or geographical address but, it is an organized form of information provided by a firm which is made available online.

**(2) Computer with Internet Connectivity :** The computers of the traders or customers must have internet connectivity for the purpose of purchase or sale or business activities in E-commerce.



**(3) Credit Card or Debit Card :** The traders are not familiar with one another in E-commerce. So the question of financial transaction arises. The buyer feels insecurity in payment before purchase, and the seller feels insecurity in providing goods before he receives money. Credit/debit cards solve this problem. The payment through the card is done in such a way that we can stop the payment after the order of payment within seven days. These, cards are important tools in E-commerce.

#### **4 3 4 Online Transactions :**

**(1) Pre Buying/Selling Stage :** Advertisement and information receiving are included here.

**(2) Conditions of Buying/Selling :** This includes price fixation and other related conditions.

**(3) Delivery of Goods/Payment :** Information flow is associated with the above stages. While this stage includes exchange of products and money. The process becomes quick and less expensive if transaction is done online through internet. This entire process is explained from by the customer's point of view.

**(i) Registration :** Registration by filling in the registration form is a must for a customer who wants to purchase online. Registration means to open an online account at seller's site. Registration means to sign in for online transaction. For this, a customer needs to provide personal details like name, address, phone number etc. A password is provided for online transaction. The account is protected by this password so that other person cannot login this account.

**(ii) Place an Order :** We can select and put the product of our choice in shopping cart while shopping online. (Shopping cart is a list of product selected by the buyer while shopping online.) After preparing a list in shopping cart, an option of payment can be selected there after.

**(iii) Payment System :** Payment can be made in different modes like cash on delivery, cheque, net banking transfer, credit card, debit card, digital cash etc. in online shopping.

#### **4 3 5 Mode of Payment :**

Mode of payment can be different in online shopping.

**(i) Cash on Delivery (COD) :** In this way the customer has to make payment of money on receiving goods at his address mentioned for delivery.

**(ii) Cheque :** Online seller can collect cheque from the customer. A person who buys goods issues a cheque to the seller. The seller dispatches goods only after the cheque is credited to his account

**(iii) Net Banking Transfer :** Banks also provide the facilities of making payment or transferring money through internet to the customer in recent time. In this process the customer transfers necessary amount from his bank account to the account of the seller. Goods are dispatched only after the amount is transferred.

**(iv) Credit Card / Debit Card :** These types of cards are known as Plastic money. These cards are used in large extent in online shopping. Credit card provider bank provides facility of shopping to the card holder on his credit. An amount to be paid by customer to the online seller is paid by respective bank. Then the card holder pays this amount to the bank within prescribed time. The card holder gets freedom of payment by installments or at his convenience within prescribed time.

Debit card holder is provided facility of online shopping upto the existing credit balance of his account. As soon as online transaction is done through debit card, the same amount is debited from the bank account of the card holder.

**(v) Digital Cash :** This is one type of currency which exists only in cyber space (internet world). There is no physical existence or form of this type of currency. But bank provides a facility to the customer to use his real currency in electronic form. The customer has to pay the same amount of real money as digital cash to the banks. Then banks maintaining forms of E-cash send a special software to the customer. Digital cash can be received through the account of the customer. This digital fund can be used for online shopping.



**4 3 6 Safety and Security of Transactions :** There are many risks in online transaction in comparison to traditional money transactions. : (1) Risks of transaction (2) Risks of data (3) Risk of Intellectual property and secret data.

**(1) Security Against Risk of Transaction :** For the dispute among the online seller and customer, at times the argument from the seller remains that the customer has not placed order properly. At times it may also happen that the customer has not placed order at all. The complaints like non-receipt of goods at the place mentioned or receipt of goods not complying with the required quality remain common in online transaction. To prevent this risk, verification of identity and address should be done during registration of account. Further, customer should prefer to purchase goods from reliable and well-established websites only.

**(2) Security Against Risk of Data Collection :** There are many risks related to data. Important data can be changed or stolen for the purpose of enjoyment or with selfish motive. You may be familiar with the word 'virus' or 'hacking'. Virus is a computer programme. It creates clones or replicas, that damages the data in computer system. Virus interrupts on screen, prevents the computer to work, it may damage the data files or whole system. Anti-virus software is to be used to prevent these risks.

**(3) Security Against Intellectual Property and Privacy :** Internet is an open platform. Once the information is placed on internet means it becomes public. Information such as e-mail, address, phone number, bank account number, password provided during online transaction and many more business information are required to keep confidential while dealing online. There are possibilities of misusing information. Customer must change his password periodically.

**4 3 7 Outsourcing :** When miscellaneous work or process is handed over to other group by business group as per contract for prescribed time, it is called outsourcing. Outsourcing is necessary to concentrate on main activities of a company. Thus, companies outsource minor activities. Besides this, some business units make outsourcing of intellectual works even though it is their core activity. Outsourcing can be done within the company or outside the company.

#### **4 3 8 Concept, Requirement and field of BPO :**

**Explanation of BPO :** BPO means to get the contractual services of external company or group to complete special work or process of a company. Eg. The main purpose of the companies that want to outsource the work of call centres or data entry is to reduce their expenditure. The main reason of popularization of outsourcing is that human resources for such work are available at lower rate in some countries. So the countries like India, China who have larger population get first preference for BPO.

**Requirement of BPO :** BPO reduces the workload of employees of a company from the responsibility of their daily minor works. So these employees can focus more to the productive activities and customers.

**(1) Cost cutting :** Business Units can reduce expenditure by outsourcing of front office works like billing, purchasing, data entry and marketing survey.

**(2) Focus on Principal Works of Company :** Managers can specially focus to the principal works of company by outsourcing of daily works of professional units.

**(3) Benefit of Efficiency :** Business concerns can get quality work by outsourcing instead of recruiting and training employees.

**(4) To Cater the Dynamic Demand :** BPO companies provide facilities to cater the ever changing demands of the customers.

**(5) Increase in Profit :** Business units can outsource their subsidiary functions and pay more attention toward main functions like increase in sale, development of new products, expansion of business and satisfy the customer. As a result, profit of the business unit increase.

#### **Scope of BPO :**

**(1) Back Office Outsourcing :** It includes internal functions of business like billing, purchases, data entry etc.

**(2) Front Office Outsourcing :** It includes customer oriented services like marketing-technical assistance etc.

#### 4 3 9 Concept, Requirement and field of KPO :

**Explanation of KPO :** KPO means outsourcing of knowledge based process. BPO is work oriented while KPO is knowledge oriented. Processes related to works are focused in BPO. While mostly the processes related to knowledge are focused in concept of KPO. KPO includes processes which expect advanced knowledge and skills that are responsible for the development of the company.

##### **Requirement of KPO**

**(1) Achievement of the Best Skills :** An institution providing service of KPO possesses advanced skills on account of investing heavily in human resource and their training. As a result, business unit gets its advantages at minimum cost. KPO provides the best result by maximum investment in techniques, human resource and systemic method. They have achieved advanced expertise with experience of work. This proficiency of skills gives maximum benefit to the business units with minimum investment.

**(2) Maximum Use of Sources :** Available resources are limited in all business units. Human resources of units become free because of outsourcing. They can be used in customer oriented activities.

**(3) Solution of Complex Problems :** Some complex problems which require advance technical expertise can be solved easily because of outsourcing.

**(4) Special Attention to Principal Functions :** Business units can pay special attention to their principal function with the help of outsourcing. Eg. If a school prefers to outsource works like computer education, canteen facility, stationery facility, then it can pay more attention to its principal work of imparting education.

**(5) Maximum Use of Money :** If outsourcing of some functions is preferred in business units, then it is not required to invest its capital for these functions. As a result, business units can use its capital for maximum business development.

**(6) Reduction of Expenditure :** Decrease in expenses is one of the principal reasons of popularization of outsourcing. Expenses of business units are reduced by doing outsourcing of functions like marketing process and research and development of the company.

**(7) Reduction in Risk :** Market-competition, government policy rules and different techniques are changed rapidly in recent times. In course of time, investment made by business units will be of no use. These risks are reduced by outsourcing.

**Scope of KPO :** Scope of KPO is as follows :

(1) Business and market researches (2) Legal services (3) Medical services (4) Training and guidance (5) Research and development (6) Computer programming (7) Animation and Design.

#### **What did you learn in this chapter**

**Meaning of Communication :** Information, ideas, emotions, feelings or instructions are exchanged between two or more persons is communication.

**Definition :** Communication means expression of ideas, opinions or information and exchange of message by writing or using signs and signals.

**Meaning of Internet :** In internet, a word 'inter' means internal and 'net' means web. Thus internet means internal web. Internet means group of computers connected to one another with purpose to use information and research for processing and research on joint basis. Network of such computers means internet.

**Meaning of E-commerce :** E-commerce means electronic commerce in which trading is done by electronic gadgets and mediums.

**Scope of E-Commerce :** On the basis of concerned parties, activities and services provided the scope of E-Commerce is : (1) Business to Customer (2) Business to Business (3) Customer to Customer (4) Customer to Business,

**Required Tools for Successful Implementation of E-Commerce :** (1) Website (2) Computer with internet connection (3) Payment options like credit card or debit card are required for business through E-commerce.



**Online Transactions :** In online transaction, process of buying/selling is undertaken after considering the process of pre-buying or selling.

**Mode of Payment :** In online shopping payment is made by cash on delivery, cheque, net banking transfer or credit or debit card.

**Safety and Security of Online Transactions :** There are three types of risks involved in online transactions.

(1) **Risks of Transactions :** Complaints like order of goods is not received, goods are not received at proper place or it is not of good quality are found in online transaction. Customer should check proper identity and address during registration of account as well as should do shopping from trusted website to prevent this kind of risks.

(2) **Risk of Data Collection :** Data of transactions may be lost due to virus in online transactions. Anti-virus software should be used for security against this risk.

(3) **Intellectual Property and Privacy :** Data like E-mail, address, phone number, bank account number, password etc. should be kept secret . If secrecy of such data is not maintained, there is possibility of its misuse. Password should be changed periodically against this risk.

**Outsourcing :** Business units get principal or subsidiary works done in company or out of company by external agency is called outsourcing.

**Concept of BPO :** To get the contractual services of external company or group to complete special work or process of business units is called Business Process Outsourcing (BPO).

**Requirement of BPO :** Business Process Outsourcing is required for business units for cutting down the expenditure, paying attention to the principal work of company, gaining benefit of external efficiency, catering the dynamic and continuous changing demand and to increase profit.

**Scope of BPO :** Scope of BPO includes services like back office outsourcing and front office outsourcing.

**Concept of KPO :** To get the contractual services from external company group to complete intellectual work process of the professional units is called Knowledge Process Outsourcing (KPO). Thus KPO, means outsourcing of knowledge based processes in which advanced knowledge and skill are outsourced.

**Requirement of KPO :** Knowledge Process Outsourcing is required for professional units for maximum use of sources to achieve the best skills, for solution of complex problems, for special attention to the principal function, for maximum use of money, for cutting down the expenditure and reducing risks.

**Scope of KPO :** Knowledge Process Outsourcing (KPO) includes Trade and Market researches, Legal services, Medical services, Training and Guidance, Research and Development, Computer programming, Animation and Design.

## EXERCISE

### 1. Select the correct alternative and write answers to the following questions :

- (1) By which process the customer is provided the facility of purchase and sale by the bid of the production ?  
(a) Business to Customer (b) Business to Business (c) Customer to Customer (d) Business to Customer
- (2) The Railway tickets are available from any place: Which network facilitates this ?  
(a) Enterprise WAN (b) LAN (c) MAN (d) CAN
- (3) The Business units allot their works to the outside institution that is known as :  
(a) E-Commerce (b) Outsourcing (c) E-mail (d) Net-banking
- (4) The Process by which the whole process of understanding is created in the mind of the other person is known as?  
(a) Message (b) Communication (c) E-mail (d) E-Commerce



- (5) To type the message on computer screen and communicate with the help of computer by the medium of internet; this activity is known as  
 (a) E-Commerce (b) Fax (c) Intranet (d) E-mail
- (6) The commercial transaction and distribution which is done with the help of Electronic machine and medium is known as  
 (a) Intranet (b) E-Commerce (c) E-mail (d) Internet
- (7) What is known as the 'super highway' of the information ?  
 (a) Internet service (b) Banking service (c) E-Commerce (d) Outsourcing

**Answer** (1) (c) (2) (a) (3) (b) (4) (b) (5) (d) (6) (b) (7) (a)

**2. Answer the following questions in one sentence each :**

- (1) What is communication ?
- (2) What is Enterprise WAN ?
- (3) What is computer network ?
- (4) Give full-form of www
- (5) How the payment of money in E-Commerce is made ?
- (6) What is Hacking ?

**3. Answer the following questions in short :**

- (1) Give meaning of Internet.
- (2) Give meaning of E-Commerce.
- (3) Give meaning of Outsourcing.
- (4) Explain the requirement of Business Process Outsourcing (BPO).
- (5) Write the meaning of Knowledge Process Outsourcing (KPO).

**4. Answer the following questions in brief :**

- (1) Explain the steps of Communication Process.
- (2) Explain the four main types of Computer net.
- (3) Explain the function of the three major types of Internet.
- (4) Give the name of tools required for successful implementation of E-commerce.
- (5) Write Short Note : (1) Digital Cash (2) Safety and security of transactions

**5. Answer the following questions in detail :**

- (1) Explain the steps of the process of searching information on internet
- (2) Explain scope of E-commerce services.
- (3) Explain the steps of process of online transaction.

<b>Full Form of Abbreviations</b>
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Communication	: Exchange of information
Internet	: Inter Connected network
LAN	: Local Area Network
CAN	: Campus Area Network
MAN	: Metropolitan Area Network
WAN	: Wide Area Network
WWW	: World Wide Web
COD	: Cash On Delivery
BPO	: Business Process Outsourcing
KPO	: Knowledge Process Outsourcing

