

Sem - II

Class - B.Com - Ist

Sub. → E-Commerce

Topic - M-Commerce

Introduction

The growing demand of smart mobiles, mobiles are being used more and more on daily basis. Mobile companies are coming up with new features for their smart phones which offers consumers ease, flexibility and security at the same time. Therefore, M-commerce is the term for making business transactions using mobile devices.

Definition → M-commerce is the buying and selling of goods and services through wire less hand held devices such as cell phones.

There are already several existing M-commerce applications and services now a days that have been very helpful to us. Some are mobile banking, location maps and variety of news, ticketing etc.

Advantages of M-Commerce

- ① Convenience :- With the help of mobile devices, with just few clicks we can do banking, shopping, ticket booking, etc.
- ② Personalization :- Every user has a specific mobile device it is personal, with this feature we can do whatever we want to modify the wallpaper, send emails, e-payments etc.
- ③ Reducing transaction cost
- ④ Location and time independent
- ⑤ Competitive pricing
- ⑥ 24x7 available
- ⑦ Can conduct transaction at any time at any cost.
- ⑧ Used in critical time as well as in emergency information.
- ⑨ Greater flexibility.
- ⑩ Easy connectivity → Mobile devices

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can connect and do commerce applications, transactions as long as the network signal is available.

- (11) Time Efficient
- (12) always at hand and easy to use

Disadvantages of M-commerce

- (1) Small screen size
- (2) Limited speed of Delivery
- (3) Limited bandwidth
- (4) Use of graphics limited
- (5) Cell phones are more commonly lost or stolen
- (6) SMS limited to small numbers of characters and text
- (7) Technology constraints (such as memory, processing power etc)
- (8) Security Problems

Applications of M-commerce

1 Hotel booking
2 Entertainment in the form of audio, video, games etc.

3 Online shopping

4 Movie ticket booking

5 Product advertisement and promotion

6 Information regarding to news, stocks, traffic, sports, etc can easily be ~~delivered~~ delivered with the help of mobile devices.

7 Video conferencing

8 Train enquiry

9 Immediate information regarding the current status

10 B. online banking

11 Email sending and receiving

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Mobile education using audio and video

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Digital content download like E-books, music, movies etc.

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Real time map.

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Stock market and stock trading conditions