



University of Mumbai

INSTITUTE OF DISTANCE AND OPEN LEARNING

**F.Y.B.COM.
ELECTIVE COURSES (EO)
DISCIPLINE RELATED
ELECTIVE (DRE) COURSES
SEMESTER - I (CBCS)**

COMMERCE - I

SUBJECT CODE: UBCOMES

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living through their own labour and self businesses. They do not obtain regular salaried employment with welfare benefits like workers in the organized sector.

The main objective of SEWA is to organize women workers for full employment where by workers can obtain job security, income security, food security and social security. SEWA is both an organization and a movement. It is a combination of three movements labor movement, co-operative movement and women's movement.

9.10 SUMMARY

Entrepreneurs are found in every economic system and in every form of economic activity as well as in other social and cultural activities. They classified as per types of business, use of technology, motivation, growth, stages of development, area, gender, age, scale of operation, etc. A successful entrepreneur need to have an all round personality. The government has set up various centres or institutes to impart training and development to entrepreneurs so as to improve their knowledge, attitude and skills.

In India, participating of women as industrial entrepreneurs has increased from 70s majority of them are engaged in the un-organised sector like agro-based industries, handicrafts, handloom and cottage based industries. Women entrepreneurs face a series of problems right from the beginning to till the enterprise functions. Some of the problems are - problem of finance, lack of education, social attitude, low risk-bearing capacity, limited mobility, etc. It is possible to promote women entrepreneurs in India. With proper governmental and societal support, these women can create sustainable organized and growth - oriented enterprises with a vision.

9.11 QUESTIONS

- 1) Explain the different types of entrepreneurs.
- 2) Discuss the role of entrepreneurship training and development centres in India.
- 3) Write a note on competencies of an entrepreneur.
- 4) Write a note on incentives to entrepreneurs in India.
- 5) What are the problems faced by women entrepreneurs in India.
- 6) Explain the promotion of women entrepreneurs.



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INSTITUTE OF DISTANCE AND OPEN LEARNING
OFFERS FOLLOWING PROGRAMMES

PROFESSIONAL PROGRAMMES

1. B.Sc. IT
2. B.Sc. Computer Science
3. M.Sc. IT
4. M.Sc. Computer Science
5. M.C.A.

TRADITIONAL PROGRAMMES

- | | |
|----------------------|-------------------------------|
| 1. B.A. | 7. M.A. in English |
| 2. B.Com. | 8. M.A. in Sociology |
| 3. M.Com. | 9. M.A. in History |
| 4. M.Sc. Mathematics | 10. M.A. in Economics |
| 5. M.A. in Marathi | 11. M.A. in Education |
| 6. M.A. in Hindi | 12. M.A. in Political Science |

P.G. DIPLOMA COURSES

1. Diploma in Financial Management (DFM)
2. Diploma in Operating Research in Management (DORM)



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F.Y.B.COM.
SEMESTER - II (CBCS)
COMMERCE - II
SUBJECT CODE: UBCOMFSIL2



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11.11 SUMMARY

E-commerce is a range of online business activities that includes explaining products or services and providing mechanisms for customer to buy those products and services from web sites. The major sequential activities related to the potential customers are: Product or service search, Price search, Actual purchase and payment.

The different types of e-commerce are:

1. B2B - Business To Business
2. B2C – Business To Customer
3. C2B – Consumer To Business
4. C2C – Consumer To Consumer
5. P2P– Peer To Peer

Over the years e-commerce has grown significantly in India. Growth of internet users, Awareness of E-commerce, Growth of middle class, Computer education, Growth of service sector, Impact of western life style, Growing competition etc are the reasons of growth of e-commerce in India.

E-commerce, in India is offering many challenges for future. Some of the challenges are: preparing in web advertising, maintaining security, online trading, popularizing M-commerce, challenges due to lack of customers, challenges due to price wars.

Online marketing research is collecting primary data online through internet surveys, online focus groups, and web based experiments or tracking consumer's online behavior.

The types of online marketing research are: Web survey, Quantitative research, Online focus groups and Online data bases.

Wide geographical coverage, cost effectiveness, easy accessibility, accuracy, good co-ordination among respondent are some of benefits of online marketing research.

The limitations of Online marketing research are: Lack of response, limited use, termination of answers, problem of technology etc.

11.12 QUESTIONS

- 1) What are the different types of e-commerce? Explain B2C.
- 2) Why is B2B most popular form of e-commerce?
- 3) What are the tools and techniques of B2B enterprises? Explain.
- 4) What is the scope of B2C?

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PROFESSIONAL PROGRAMME	TRADITIONAL PROGRAMMES	
<ol style="list-style-type: none"> 1. Bsc IT 2. Bsc Computer science 3. MSc IT 4. MSc computer science 5. MCA 	<ol style="list-style-type: none"> 1 BA 2 BCOM 3 MCOM 4 MSC MATHEMATICS 5 MA in Marathi 6. MA in Hindi 	<ol style="list-style-type: none"> 7. MA in English 8. MA in Sociology 9. MA in History 10. MA in Economics 11. MA in Education 12. MA in Political Science
P.G. DIPLOMA COURSES	<ol style="list-style-type: none"> 1. Diploma in Financial Management (DFM) 	
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