Chapter- 1

Introduction

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INTRODUCTION

1. Brief history of E-Commerce:

The Internet was designed more than 30 years ago to serve the needs of the U. S. Department of Defence and other organizations and individuals working on defense-related research project. The internet was built to solve the key problem of communication between computers that were thousands of miles apart but needed to work together. The Department of Defense eventually opened its network to educational institutions and then to commercial users. The table given below shows a rough timeline of how Electronic Commerce has evolved from a simple exchange of information between government agencies to the World Wide Web of today.

<table>
<thead>
<tr>
<th>From 1969 to 2000</th>
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<tbody>
<tr>
<td>1969 ARPANet established</td>
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<td>Mid 1970s Other Nets</td>
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<td>1970s EFT</td>
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<td>2000 E-Commerce growing quickly</td>
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What is Internet:

The Internet is the world wide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a
"network of networks" that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as Electronic mail, Online Chat, File Transfer, and the interlinked Web pages and other documents of the World Wide Web.

**History of Internet:**

ARPANET — The First Internet USSR's launch of Sputnik spurred the United States to create the Advanced Research Projects Agency (ARPA, later known as the Defense Advanced Research Projects Agency, or DARPA) in February 1958 to regain a technological lead. ARPA created the Information Processing Technology Office (IPTO) to further the research of the Semi Automatic Ground Environment (SAGE) program, which had networked country-wide radar systems together for the first time. J. C. R. Licklider was selected to head the IPTO, and saw universal networking as a potential unifying human revolution.

In 1950, Licklider moved from the Psycho-Acoustic Laboratory at Harvard University to MIT where he served on a committee that established MIT Lincoln Laboratory. He worked on the SAGE project. In 1957 he became a Vice President at BBN, where he bought the first production PDP-1 computer and conducted the first public demonstration of time-sharing.

Licklider recruited Lawrence Roberts to head a project to implement a network, and Roberts based the technology on the
work of Paul Baran who had written an exhaustive study for the U.S. Air Force that recommended packet switching (as opposed to circuit switching) to make a network highly robust and survivable. After much work, the first node went live at UCLA on October 29, 1969 on what would be called the ARPANET, one of the “eve” networks of today’s Internet. Following on from this, the British Post Office, Western Union International and Tymnet collaborated to create the first international packet switched network, referred to as the International Packet Switched Service (IPSS), in 1978. This network grew from Europe and the US to cover Canada, Hong Kong and Australia by 1981.

The first TCP/IP wide area network was operational by 1st January 1983, when the United States’ National Science Foundation (NSF) constructed a university network backbone that would later become the NSFNet. (This date is held by some to be technically that of the birth of the Internet.) It was then followed by the opening of the network to commercial interests in 1985. Important, separate networks that offered gateways into, then later merged with, the NSFNet include Usenet, Bitnet and the various commercial and educational X.25 Compuserve and JANET. Telenet (later called Sprintnet), was a large privately-funded national computer network with free dialup access in cities throughout the U.S. that had been in operation since the 1970s. This network eventually merged with the others in the 1990s as the TCP/IP protocol became increasingly
popular. The ability of TCP/IP to work over these pre-existing communication networks, especially the international X.25 IPSS network, allowed for a great ease of growth. Use of the term “Internet” to describe a single global TCP/IP network originated around this time.

The network gained a public face in the 1990s. On August 6\textsuperscript{th}, 1991 CERN, which straddles the border between France and Switzerland publicized the new World Wide Web project, two years after Tim Berners-Lee had begun creating HTML, HTTP and the first few Web pages at CERN.

By 1996 the word “Internet” was coming into common daily usage, frequently misused to refer to the World Wide Web. In 1964, BBM, Al and Unix corporation developed a model prototype which could see the facility of existing telecommunication for information exchange between two participating organizations.

In 1968 the technology saw more investment in making transferred into private and secured. 1969, the U.S. Department of Defense established the Advance Research Project network (ARPNET). ARPNET was the first really viable inter organizational in network or Internet.

In the 1970s, other network such as Bitnet and Usenet sprang up as the technology became more public. In the same decade banks began to use EFT over secure private networks to move money quickly and accurately. EFT made electronic payments possible and led to direct deposit and debit cards.
In 1974 it was formally called EDI (Electronic Data Interchange) as many as 380 organizations worldwide adopted this technology and investment reached a level of around 4 billion dollars at that time.

In 1978-79 two Swedish students with one American student tried to make this technology possible on the internet. The prototype worked successfully in 1984 Federation of America of Commerce and Industry gave this project a Final approval.

Later in 1989 Johnstew and American professor presented E-Commerce model at consortium of industries at Chicago USA.

In 1982, The World Wide Web arrived. The Web made the internet graphical and relatively easy to use, compared to the level of technical skill needed with earlier technology. Web technology supported information publishing and dissemination. The Web made E-Commerce cheaper because small businesses could now reach large audiences easily. It also increased accessibility for all businesses and made international operation technology easy.

In 2000, Expansion is exponential Electronic Commerce is expected to grow at spectacular rates. A 1998 World trade organization report put the value of E-Commerce at $300 billion by the year 2001. According to the study, business will remain primarily U.S. domestic because of various legal and cultural problems. International trade over the internet may reach only $60 billion, mainly generated from the United States. Also, internet based electronic
commerce could account for as much as two percent of all commercial transactions in industrialized nations within five years.

The meaning of the term “Electronic Commerce” has changed over the last 30 years. Originally, “Electronic Commerce” meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT), where both were introduced in the late 1970s, for example, to send commercial documents like purchase orders or invoices electronically.

The ‘Electronic’ or ‘e’ in E-Commerce refers to the technology/systems; the ‘commerce’ refers to be traditional business models. E-Commerce is as the complete set of processes that support commercial/business activities on a network. In the 1970s and 1980s, this would also have involved information analysis. The growth and acceptance of credit cards, Automated Teller Machines (ATM) and Telephone Banking in the 1980s were also forms of E-Commerce. However, from the 1990s onwards, this would include enterprise Resource Planning Systems (ERPS), data mining and data warehousing.

In the dot com era, it came to include activities more precisely termed “Web commerce” — the purchase of goods and services over the World Wide Web usually with secure connection (HTTPS, a special server protocol that encrypts confidential ordering data for customer protection) with E-Shopping carts and with Electronic Payment Services, like Credit card Payment authorizations.
Today, it encompasses a very wide range of business activities and processes, from E-Banking to offshore manufacturing to E-Logistics. The ever growing dependence of modern industries on electronically enabled business processes gave impetus to the growth and development of supporting systems, including backend systems, applications and middleware. Examples are broadband and fiber-optic networks, supply-chain management software, customer relationship management software, inventory control systems and financial accounting software.

When the Web first became well-known among the general public in 1994, many journalists and pundits forecast that E-Commerce would soon become a major economic sector. However, it took about four years for security protocols (like HTTPS) to become sufficiently developed and widely deployed. Subsequently, between 1998 and 2000, a substantial number of businesses in the United States and Western Europe developed rudimentary web sites.

Although a large number of "pure E-Commerce" companies disappeared during the dot-com collapse in 2000 and 2001, many "brick-and-mortar" retailers recognized that such companies had identified valuable niche markets and began to add E-Commerce capabilities to their Web sites. For example, after the collapse of online grocer Webvan, two traditional supermarket chains, Albertsons and Safeway, both started E-Commerce subsidiaries through which consumers could order groceries online.
2. Purpose of E-Commerce:

Consumers have accepted the E-Commerce business model less readily than its proponents originally expected. Even in product categories suitable for E-Commerce, electronic shopping has developed only slowly. Several reasons might account for the slow uptake, including:

* Concerns about security. Many people will not use credit cards over the Internet due to concerns about theft and credit card fraud.

* Lack of instant gratification with most E-Purchases (non-digital purchases). Much of a consumer’s reward for purchasing a product lies in the instant gratification of using and displaying that product. This reward does not exist when one’s purchase does not arrive for days or weeks.

* The problem of access to web commerce, mainly for poor households and for developing countries. A low penetration rate of Internet access in some sectors greatly reduces the potential for E-Commerce.

* The social aspect of shopping. Some people enjoy talking to sales staff, to other shoppers, or to their cohorts: this social reward side of retail therapy does not exist to the same extent in online shopping.

* Poorly designed, bug-infested E-Commerce web sites that frustrate online shoppers and drive them away.

* Inconsistent return policies among E-Tailers or difficulties in exchange/return.
3. Importance & Strategies of E-Commerce:

Importance:

A successful E-Commerce organization must also provide an enjoyable and rewarding experience to its customers. Many factors go into making this possible. Such factors include:

1. Providing value to customers. Vendors can achieve this by offering a product or product-line that attracts potential customers at a competitive price, as in Non-Electronic Commerce.

2. Providing service and performance. Offering a responsive, user-friendly purchasing experience, just like a flesh-and-blood retailer, may go some way to achieving these goals.

3. Providing an incentive for customers to buy and to return. Sales promotions to this end can involve coupons, special offers, and discounts. Cross-linked websites and advertising affiliate programs can also help.

4. Providing personal attention. Personalized web sites, purchase suggestions, and personalized special offers may go some of the way to substituting for the face-to-face human interaction found at a traditional point of sale.

5. Providing a sense of community. Chat rooms, discussion boards, soliciting customer input and loyalty programs (sometimes called affinity programs) can help in this respect.
6. Owning the customer's total experience. E-Tailers foster this by treating any contacts with a customer as part of a total experience, an experience that becomes synonymous with the brand.

7. Letting customers help themselves. Provision of a self-serve site, easy to use without assistance, can help in this respect. This implies that all product information is available, cross-sell information, advise for product alternatives, and supplies & accessory selectors.

8. Helping customers do their job of consuming. E-Tailers and online shopping directories can provide such help through ample comparative information and good search facilities. Provision of component information and safety-and-health comments may assist R-Tailers to define the customers' job.

Strategies:

1. Develop a Highly Quality Virtual Catalog

To truly succeed in E-Commerce, you’ll need to invest in the development of a first-rate virtual catalog. Similar to a mail catalog, a virtual catalog displays photos and information about your products, and provides a method for customers to place orders. But instead of sending the catalog to the customer, the customer comes to the catalog by visiting your company's website.

Virtual catalogs have a number of distinct advantages over traditional mailed ones. The nature of a website makes it easier to
display your product in a variety of options and to include additional product information that there may not be room for in a mail catalog. Also, unlike a mail catalog, virtual catalogs can be easily changed to add or remove products and to update product availability information. Having a poorly constructed virtual catalog can sometimes be worse than having no catalog at all. Since creating quality internet catalogs requires a certain amount of expertise, you should probably outsource this task to a dependable web designer.

2. **Advertise on Search Engines:**

   Your website and virtual catalog will only be as effective as the amount of traffic (potential customers) that visits the site. To increase traffic, you’ll need to explore the possibility of advertising on search engines, e.g. Google and Yahoo. Most search engines sell space for advertisement that will appear alongside or around the list of websites that appear when an internet surfer types in a set of search words. Under the right conditions, these advertisement can be a great way to direct people who may already have an interest in your product to your website.

3. **Negotiate Links with Other Websites:**

   Another way to increase traffic is to negotiate links to your site with other high traffic websites. For either a fee or a reciprocal linking agreement, other companies may be willing to include an advertisement for your business on their website. While it’s highly unlikely that you’ll convince the competition to participate in this kind
of arrangement, it is very possible to negotiate links with companies that sell complementary or non-competing products.

**Another benefit of links:** One of the variables most search engines use to rank websites is the number of links that exist to your site from other sites. The more links there are to your website, the more likely it is that your site will appear ahead of the competition in keyword search.

4. **Scope of Work on E-Commerce:**

Electronic commerce (E-Commerce) is a term popularized by the advent of commercial services on the internet. Internet E-Commerce is however, only one part of the overall sphere of E-Commerce. The commercial use of the internet is perhaps typified by, Once-off sales to consumers. Other types of transactions use other technologies. Electronic Markets are in use in a number of trade segments with an emphasis on search facilities and Electronic Data Interchange (EDI) is used for regular and standardized transactions between organizations. The mainstream of E-Commerce consists of these three areas:

1. **Electronic Markets:**

An electronic market is the use of information and communications technology to present a range of offering available in a market segment so that the purchaser can compare the prices of the offerings and make a purchase decision. The usual example of an electronic market is an airline booking system.
2. **Electronic Data Interchange (EDI):**

EDI provider a standardized system for coding trade transactions so that they can be communicated directly from one computer system to another without the need for printed others and invoices and the delays and errors implicit in paper handling. EDI is used by organizations that make a large number of regular transitions. One sector where EDI is extensively used is the large supermarket chains, which use EDI for transactions with their suppliers.

3. **Internet Commerce:**

Information and communications technologies can also be used to advertise and make once-of sales of a wide range of goods and services this type of E-Commerce is typified by the commercial use of the internet. The internet can, for example, be used for the purchase of books that are then delivered by post or the booking of tickets that can be picked up by the clients when they arrive at the event.

<table>
<thead>
<tr>
<th>E-Commerce Purpose Software</th>
<th>Related Application</th>
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<tbody>
<tr>
<td>PERL, HTML, JAVA, Active X</td>
<td>Internet Applications</td>
</tr>
<tr>
<td>Oracle 9, SQL, Sybase</td>
<td>Database Servers</td>
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<tr>
<td>PL/SQL, Oracle Developer 2005</td>
<td>Web Database Programmers</td>
</tr>
<tr>
<td>Visual Basic, Visual C++, Power Builder</td>
<td>Network Applications</td>
</tr>
<tr>
<td>Unix, C</td>
<td>Systems applications</td>
</tr>
<tr>
<td>HTML SP, CGI, VB Script, Java Script</td>
<td>Web Management</td>
</tr>
<tr>
<td>SLIP, X.25</td>
<td>WAN Routing Protocols</td>
</tr>
<tr>
<td>Smalltalk, C ++</td>
<td>Object-Oriented Systems</td>
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<tr>
<td>Power Builder, Delphi, SQL Windows, New Era</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>JDBC, Java Beans, Java Servlets, RMI, COBRA</td>
<td>Web Application Developer</td>
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5. **Important Hardware and Software of E-Commerce:**

   A software for e-commerce should incorporate the following themes in its configuration:

1. Planning and development of a site.
2. Building of own site, product catalog, and database.
3. Delivering dynamic web pages including latest product information, pricing etc.
4. Using customization expertise to build a store for meeting the precise requirements.
5. Adding a reliable security system.

Several type of business purpose software is used for different activities. This software mainly includes the following computer programs.

**Server/Client Programs:**

These programs are meant for internet operations. In these, the server programs provide the resources, whereas the client programs are used to access these resources. Various software required for client/server side as follows:

1. **For Client side :-**
   - Informix , 4GL , UNIFACE , Delphi etc, and windows based GUI, Visual Basic, C++ etc.

2. **For server side :-**
   - UNIX , Windows NT OS etc.
3. Small server (window NT) for pilot purpose.
4. UNIX server (RS/6000 or Solaris) for industrial purposes.
5. OS Technologies include AIX (RS/6000), OS/400, MVS (System 390).
6. Database Technology includes DB2 with SQL access.
7. Integration Technologies include Net, Data, MQ series.

**Client Programs:**

These are used to access the internet. There are several types of client programs each of which allows the use of different internet resources. These client programs are.

1. A mail client program for electronic mail.
2. A web client program for websites.
3. A ftp client program for anonymous FTP (File Transfer Protocol).

**Web Client Programs:**

Also known as web browsers, these are used to access the websites. Web client programs are of two kinds.

1. Text based, and
2. Graphics based

Microsoft Internet Explorer, Netscape Navigator are the example of graphical browsers.

**Web Page Design Programs:**

The web page designing is being accomplished by use of HTML, Photoshop, Coral Draw, Hot Dog, Front Page and Star Portal Office languages.
Multimedia Based Web Programs:

Programs like 'Shockwave', and 'Flash' are used to create audio, video, and sound effects in the web pages. Such pages are prepared for multimedia presentations and business purposes.

Multimedia Based Web Programs:

Programs like 'Shockwave', and 'Flash' are used to create audio, video, and sound effects in the web pages. Such pages are prepared for multimedia presentations and business purposes. Firewalls, Perl, Delphi client/server suite, visual C++, Front Page 2000.

Programs for Database Management Systems:

DBMS programs include Oracle, Sybase, Informix, SQL PLUS, Engrace are server side programs.

Web Programming Languages:

The languages used for programming the web activities are HTML, CGI, Java, Perl, UNIX, Java script, C, C++ etc.

Web Script Writing Languages:

Perl is most suitable for it.

Application Software:

These are used for mobile computing. They include Office Suit, Web Browser, and Marfing etc.

Important Hardware:

* Computer
* Modem
* Credit card
6- Classification of E-Commerce:

There are three distinct general classes of Electronic commerce applications inter-organizational (Business- to – Cusiness), intra-organizational (with in business), and Customer – to –Business. **Inter Organizational E- Commerce (Business to Business E – Commerce)**:

Business- to –Business Electronic Commerce facilitates inter – organizational interaction and transaction. This type of Electronic Commerce requires two or more business entities interacting with each other directly, or through an intermediary. The intermediaries in Business-to-Business E-Commerce may be market makers and directory service providers, who assist in matching buyers and sellers and striking a deal. The business application of B2B Electronic Commerce can be utilized to facilitate almost all facets of interactions among organizations, such as inventory management channel management, distribution management, order fulfilment and delivery, and payment management. The B2B Electronic Commerce can be a supplier- centric, buyer-centric or an intermediary-centric.

1. **Suppliers – Centric Model**:

   In the Supplier- Centric model, a supplier seats up the Electronic Commerce marketplace. Various customer/buyer businesses interact with the supplier at its Electronic Commerce marketplace. Typically, it is done by a dominant supplier in the domain of products it supplies. The supplier may provide customized solutions and pricing
to fit the needs of buyer’s businesses. The supplier may also institute different pricing schemes for buyers. Usually differential price structure is dependent upon the volume and loyalty discount.

2. **Buyer – centric Electronic Commerce:**

   In Buyer-Centric Electronic Commerce, major businesses with high volume purchase capacity create an Electronic Commerce marketplace for purchase and acquisition by starting a site on their own. The online Electronic Commerce marketplace is used by the buyer for placing requests for quotations and carrying out the entire purchase process. This kind of facility may be utilized by high volume and well recognized buyers, as they may have adequate capacity and business volumes to lure suppliers to bid at the site.

3. **Intermediary – Centric Electronic Commerce**:

   In Intermediary-Centric Electronic Commerce, in the Business-to-Business Context, a third party sets up the electronic commerce marketplace and attracts both the buyer and seller businesses to interact with each other. The buyers and sellers, both benefit from the increased options in terms of pricing, Quality, availability and delivery of goods. The third party Electronic Commerce marketplace acts as a hub for both suppliers and buyers, where buyers place their request for the quotations and sellers respond by bidding electronically, leading to a match and ultimately to a final transaction.
Inter-O rganizational Electronic Commerce facilitates the following business applications:

1. **Supplier management:**

   Electronic applications help companies reduce the number of suppliers and facilitate business partnerships by reducing purchase order processing costs and cycle times, and by increasing the number of pos processed with fewer people.

2. **Inventory management:**

   Electronic applications shorten the order–ship–bill cycle. If the majority of a business partners are electronically linked, information once sent by fax or mail can now be instantly transmitted. Businesses can also track their documents to ensure that they were received, thereby improving auditing capabilities. This also helps to reduce inventory levels, improve inventory turns, and eliminate out-of-stock occurrences.

3. **Distribution management:**

   Electronic application facilitate the transmission of shipping documents such as bills of lading, purchase orders, advanced slip notices, and manifest claims, and enable better resource management by ensuring that the documents themselves contain more accurate data.

**Intra Organization E-Commerce (Within Business E-Commerce):**

The purpose of intra organization applications is to help
a company maintain the relationships that are critical to delivering superior customer value. How is this accomplished? By paying close attention to integrating various functions in the organization. From this perspective, intra-organizational electronic commerce facilitates the following business application:—

1. **Workgroup communications:**
   
   These applications enable managers to communicate with employees using electronic mail, videoconferencing, and bulletin boards. The goal is to use technology to increase the dissemination of information, resulting in better-informed employees.

2. **Electronic publishing:**
   
   These applications enable companies to organize, publish, and disseminate human resource manuals, product specifications, and meeting minutes using tools such as the World Wide Web. The goal is to provide the information to enable better strategic and tactical decision making throughout the firm.

3. **Sales force productivity:**
   
   These applications improve the flow of information between the production and sales forces, and between the firms and customers. By better integrating the sales force with other parts of the organization, companies can have greater access to market intelligence and competitor information, which can be funneled into better strategy.
7. Important Website of Internet for E-Commerce
   * www.amazon.com
   * www.tesco.com
   * www.ebay.com
   * www.newegg.com

8. Introduction MTNL, ESCOM, AIRTEL, SATYAM

Internet Service:

The internet is a global collection of people computers which are linked together by cables and telephone lines making communication possible among them in common language. However, the rigid technological definition of Internet is that it is a global collection of international networks. By definition a network allows computer users to share computer equipment and programs message and the information available at one site. The earlier attempts to a computer network were limited to local area networks and wide area networks internet basically tries to connect many LANs and WANs. There are many major networks connected in internet. Some of these are ARPANET, NSFNET, NASA, BIINET, DECNETS etc. However the basic network on internets is adding on internet is not always the global network available. Some of the commercial networks such as compuserve (CIS) and MCI Mail and America online are also global networks. However, these networks are owned by companies which charge user for access.
The internet is a huge network of computers which link many different types of computers all over the world. It is a network of networks, which share a common set of communication protocols for communication between two computers on the network.

**MTNL:**

Mahanagar Telephone Nigam Limited, it is moving towards realizing its vision of becoming global telecom with total telecom solution at affordable prices.

**ESCOM:**

Is a Unique global system of Computer Science & Technology. It is related Internet System. In the present Time the Modern Society MTNL, ESCOM and Other Internet Services are very recommendable and approachable of the Man Kind.

**AIRTEL:**

Airtel is known by the name of Bharti Airtel (formerly Bharti Televenture) is now ready to go international. The company is exploring opportunities to acquire cellular licences to launch mobile services under the Airtel brand banner in key international telecom markets. Bharti is yet to identify the specific countries where it can launch mobile services.

**SATYAM:**

Satyam Computer Services Limited (NYSE "SAY") is a global consulting and IT Services Company, offering a wide array of solutions customized for a range of key verticals and horizontal.
From strategy consulting right through to implementing IT solutions for customers. Satyam straddles the entire IT space, it has excellent domain competencies in verticals such as Automotive, Banking and Financial Service, Insurance and Health Care, Manufacturing, Telecom Infrastructure, Media, Entertainment, Semiconductors (TIMES). As a diverse end-to-end IT solutions provider, Satyam offers range of expertise aimed at helping customers and re-invent their businesses to complete successfully in an ever-changing market place.

**Methodology:**

The Internet is the worldwide electronic system. The modern society has used different domestic solutions, academic solutions and business solutions to solve electronic purpose and methodology.

Methodology means to solve any technical, mechanical and academic problem by laboratory, library, internet and cafes services to use for the research purpose.

I am used methodology to the library, internet, cafes and information centres. To the different aspect and concept, to the advance technology for business and educational purpose. Information technology and internet services are very popular method for the solving different concern for example E-Commerce, E-Business, E-Mail, E-Learning, E-Advertisement and E-Tail.

Electronic business and commerce are very applicable service for the modern society. Without electronic business and
commerce what is the utility commercial concern. Electronic business has correlated advance internet services and information bureau.

Scholar has applied for the questionnaire method to the commercial concern and business. He also applied commercial method in the collection of data different concern time to time. He also collected data and literature different schedule and time. He also prepared manuscript of the E-Business, E-Mail, E-Advertisement, E-Learning and E-Shopping. He also attending video conferencing, Telephonic Message, Net Chatting and Personal Meeting.