

Ques 2 • Advantages of Implementing E-Commerce in real world environment are :- ⑤

- 1) E-Commerce eliminates the need for physical stores and allows businesses to expand their customer base.
- 2) Your business can also save money on rent utilities, maintenance, and other costs associated with physical stores.
- 3) Digital products can be sold online with little-to-no overhead cost.
- 4) E-Commerce also allows your business to scale up easier than physical retailers.
- 5) Keeping in contact with customers is often easier for e-commerce businesses.
- 6) The benefits consumers enjoy are shared by e-commerce companies when it comes to the supply chain.
- 7) Finally, e-commerce allows your business to track logistics, which is key to a successful e-commerce company.

• Secure Electronic Transaction (SET) Protocol :-

Secure Electronic Transaction or SET is a system which ensures security and integrity of electronic transactions done using credit cards in a scenario. SET is not some system that enables payment but it is a security protocol applied on those payments. It uses different encryption and hashing techniques to secure payments over internet done through Credit Cards. SET protocol



was supported in development by major organizations like Visa, Mastercard, Microsoft which provided its Secure Transaction Technology (STT) and NetScape which provided technology of Secure Socket Layer (SSL).

SET protocol restricts revealing of Credit Card details to merchants thus keeping hackers and thieves at bay. SET protocol includes Certification Authorities for making use of standard digital Certificates like X.509 Certificate.

• Diagram of SET :-

