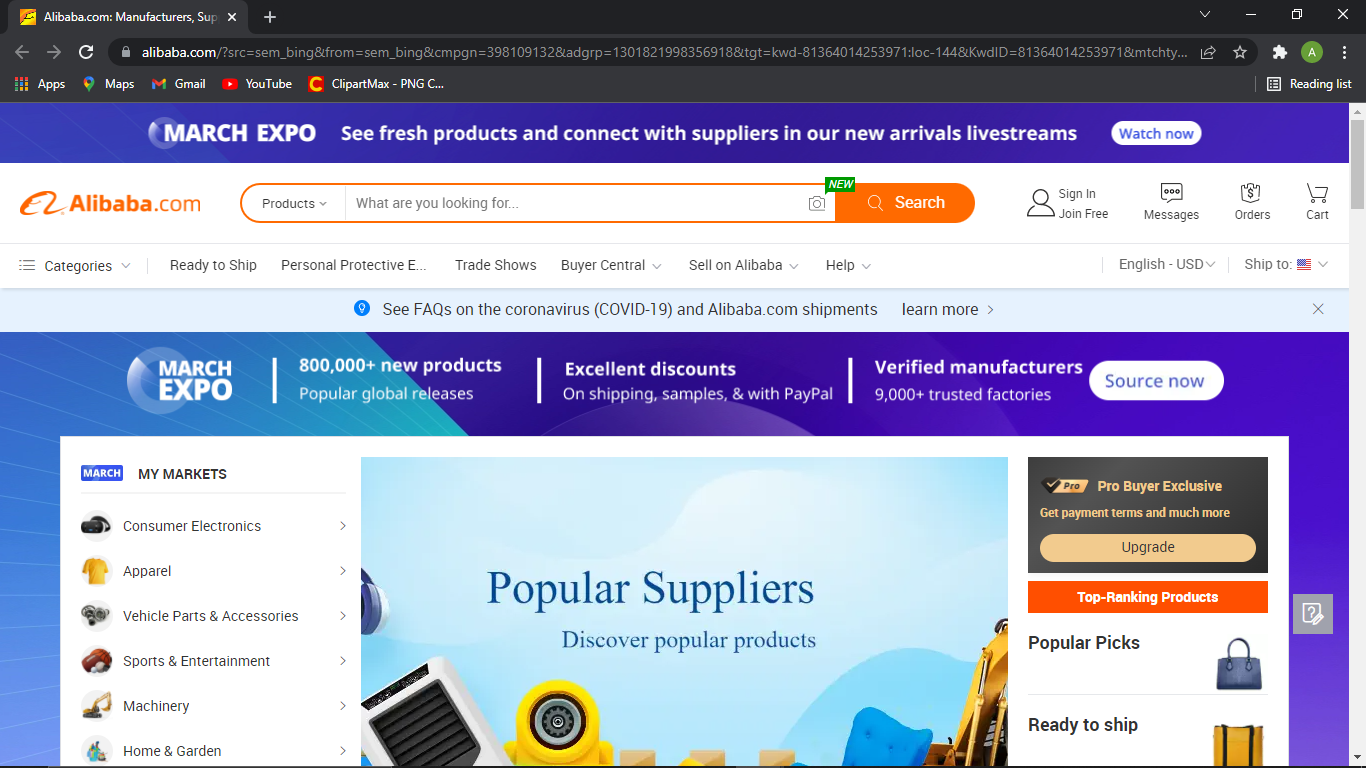
***E-Commerce Management***

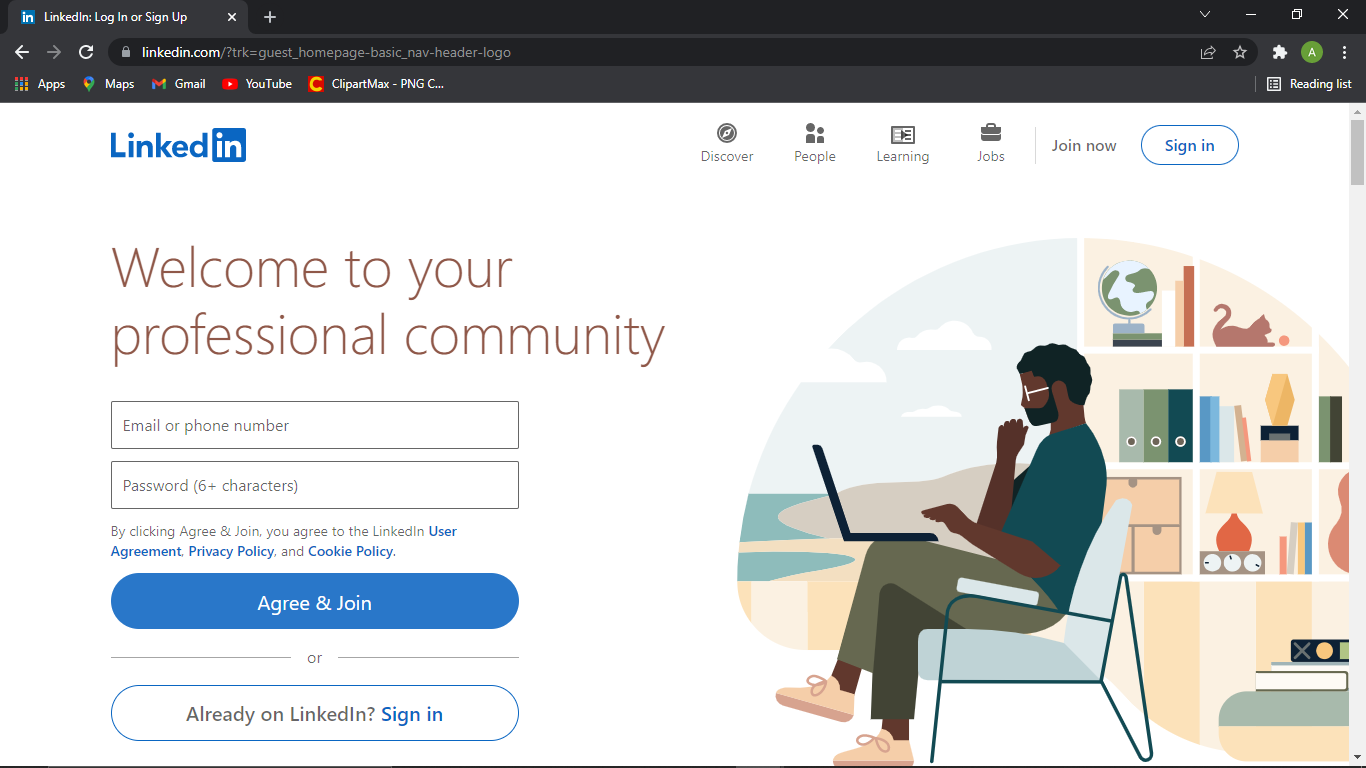
***Hands-on Exercise No.1 DigiSkills.pk 2.0 Batch-01***

***Tasks:***

***1)*** *Define business-to-business (B2B) model and provide screenshots of two websites as examples of B2B models (2.5 Marks).*

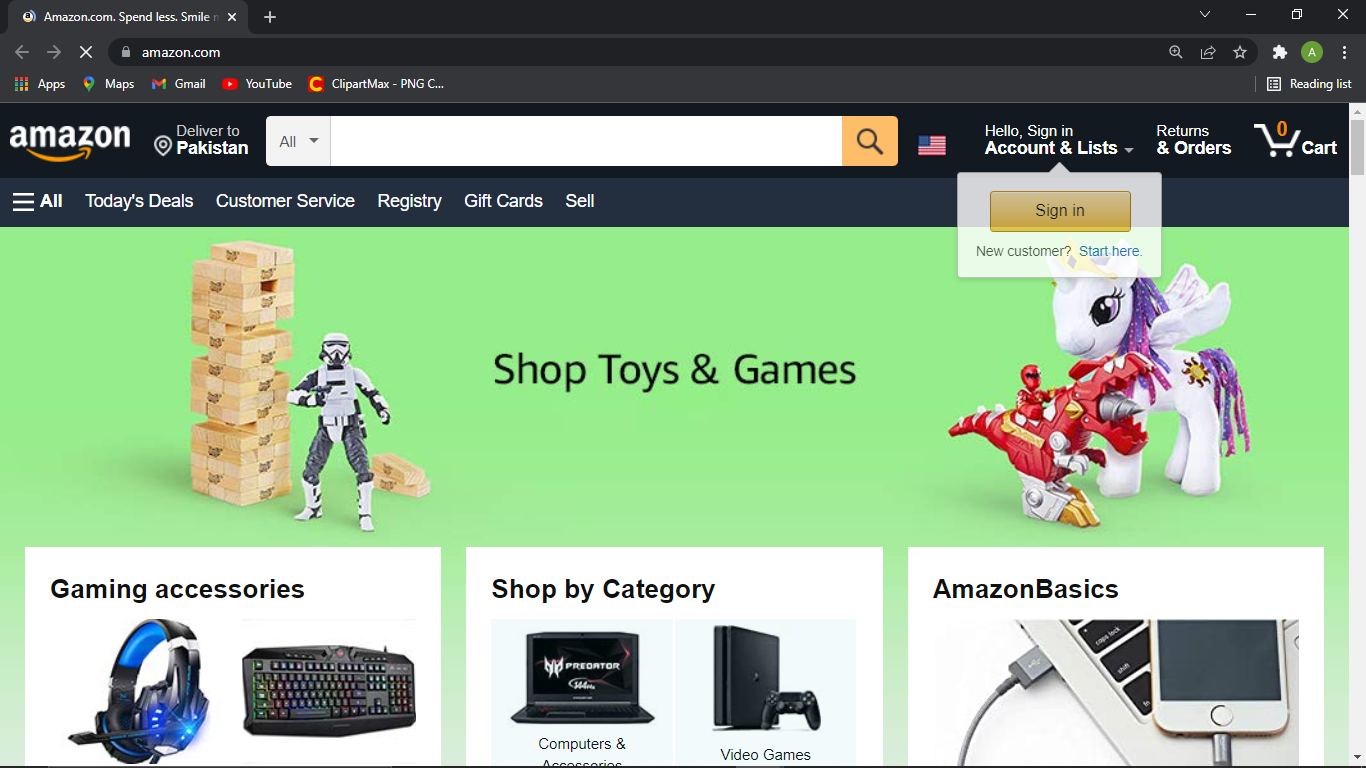
***Ans)*** *Business-to-business (B2B) model, a business sells its product or service to another business. Sometimes the buyer is the end user, but often the buyer resells to the consumer.*

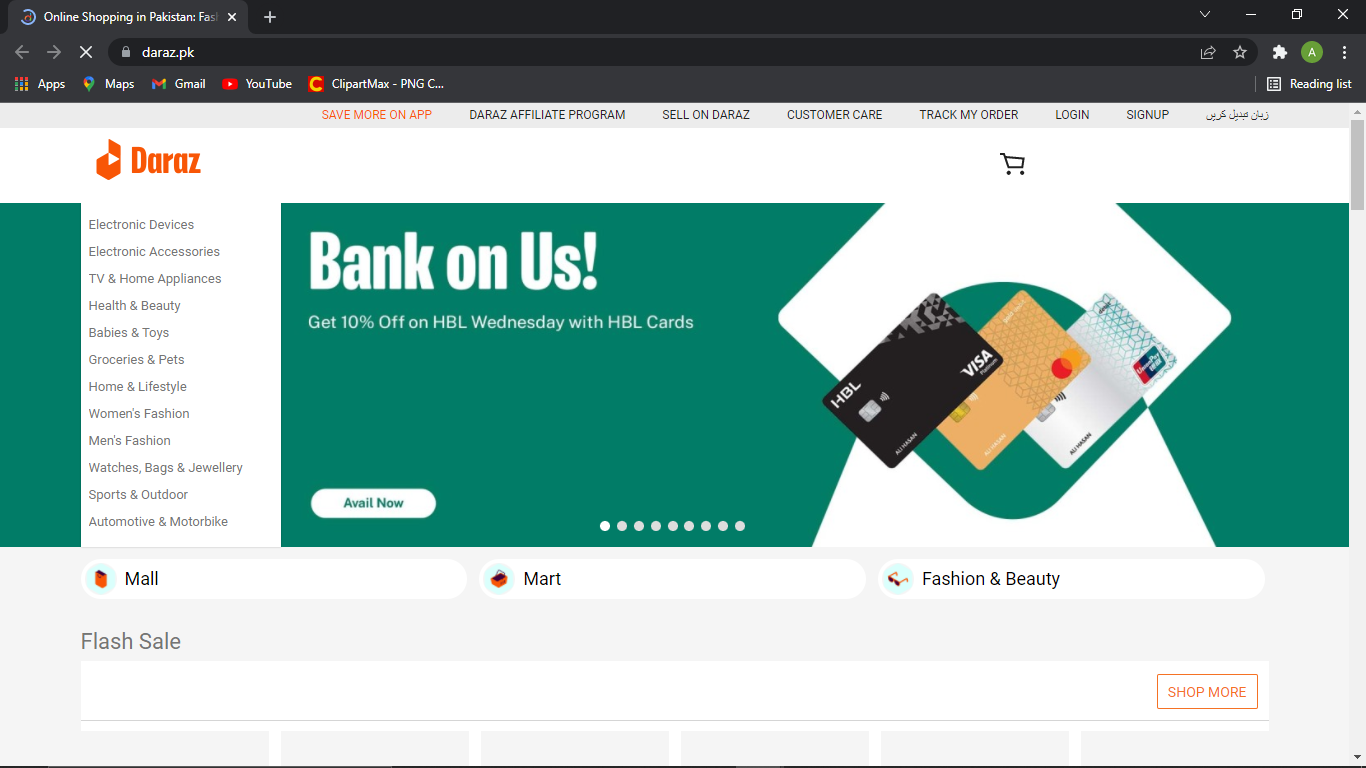
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***2)*** *Define business-to-consumer (B2C) model and provide screenshots of two websites as examples of B2C models (2.5 Marks).*

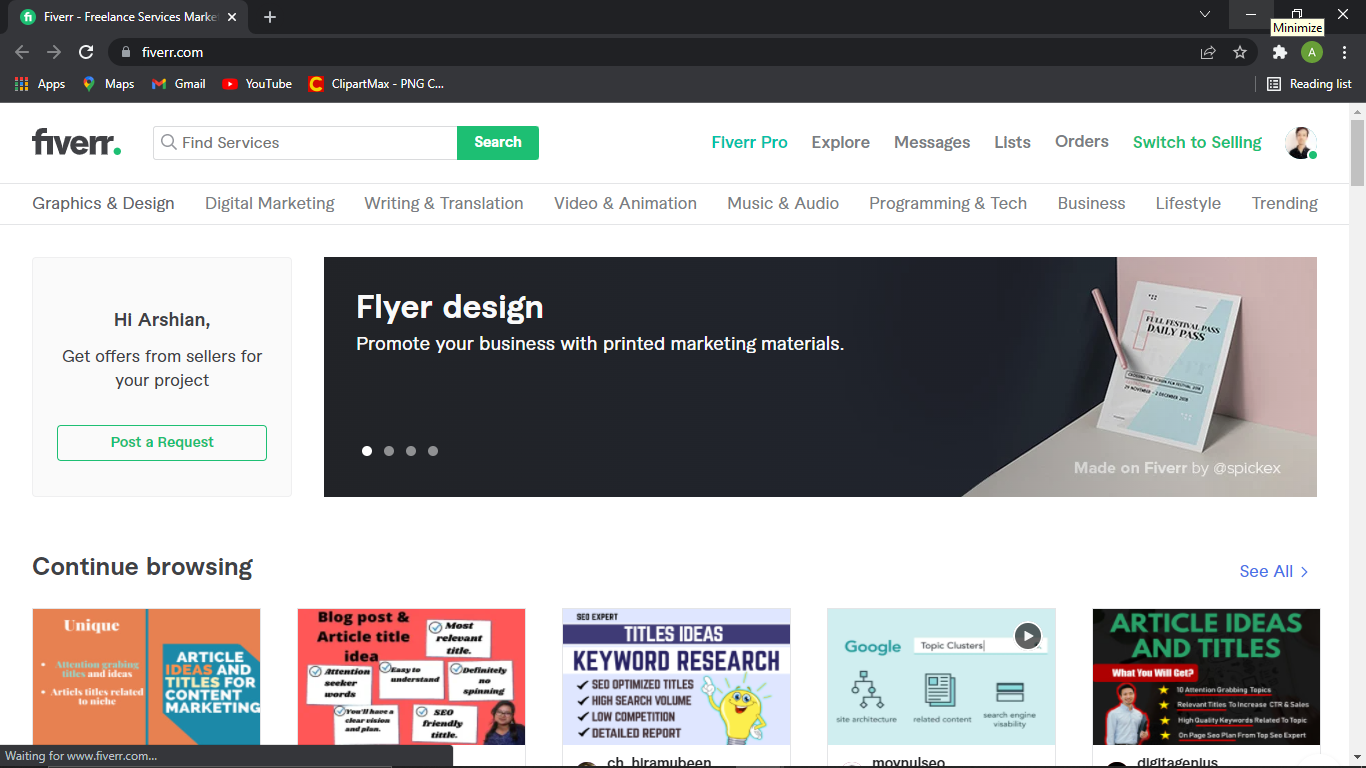
***Ans)*** *Business-to-consumer (B2C) model, a company sells to their end-user directly. The B2C model is the most common business model.*

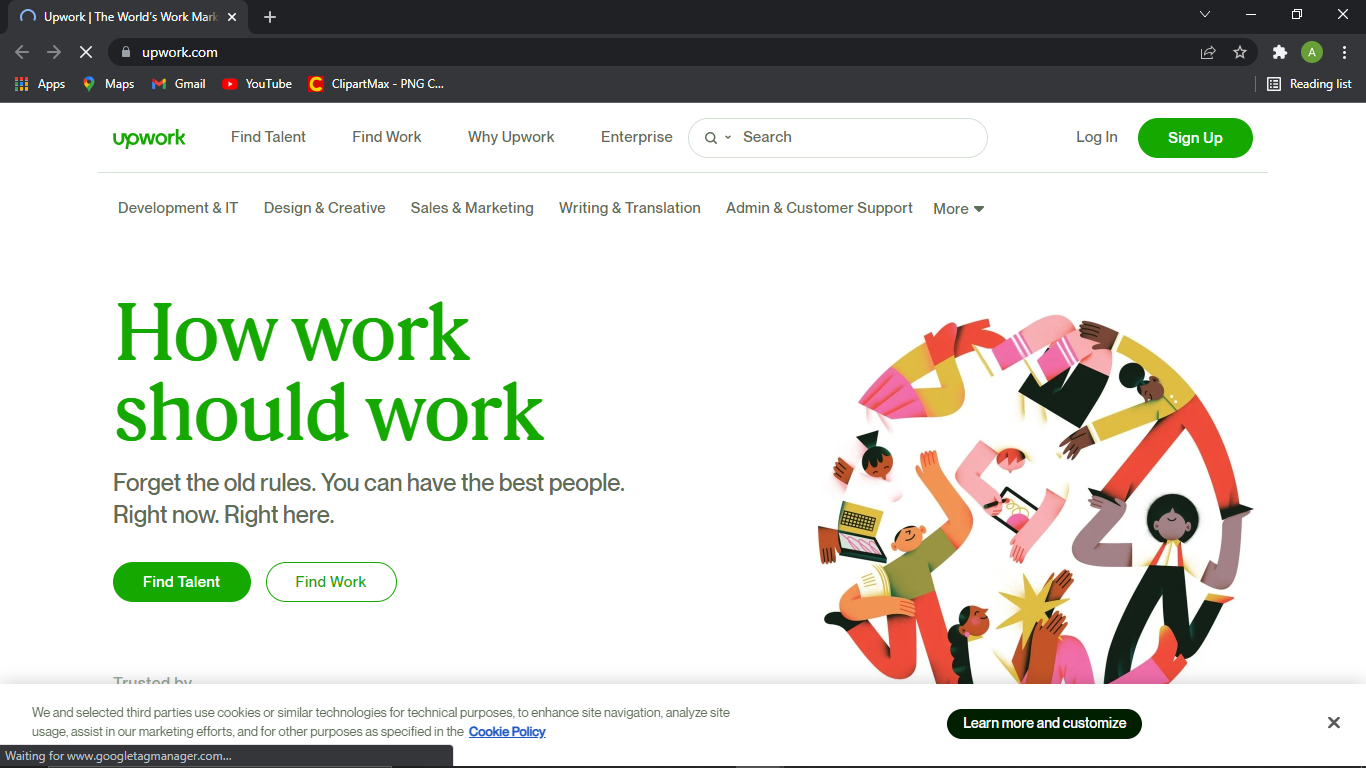
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***3)*** *Define consumer-to-business (C2B) model and provide screenshots of two websites as examples of C2B models (2.5 Marks).*

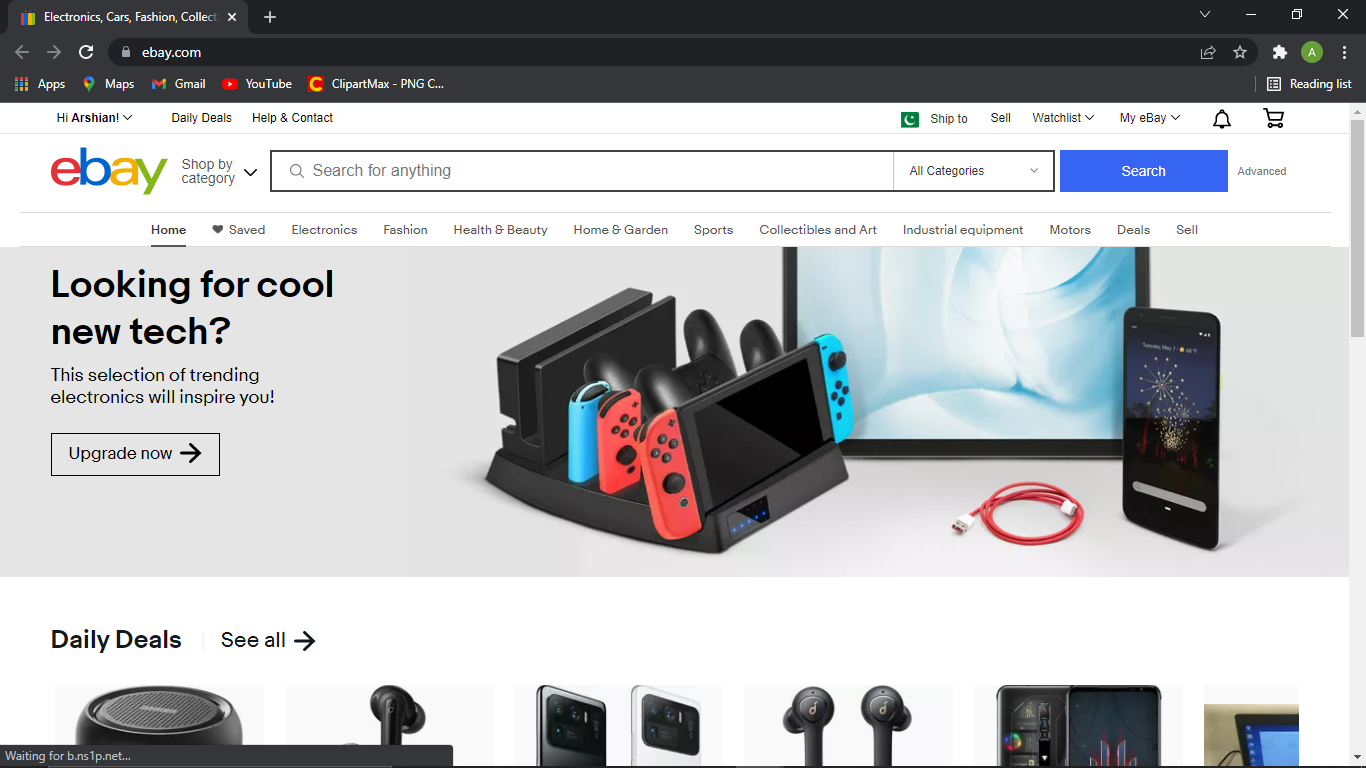
***Ans)*** *Consumer-to-business (C2B) allows individuals to sell goods and services to companies.*

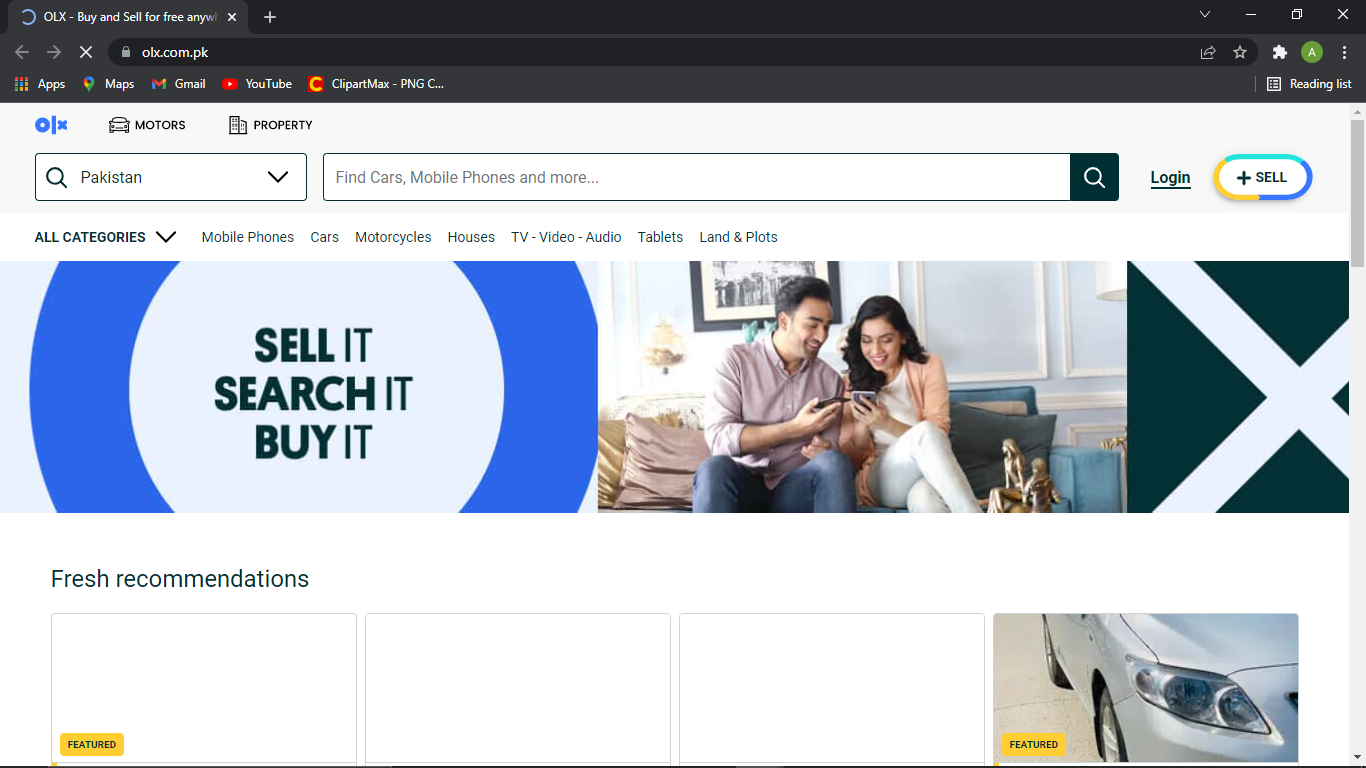
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***4)*** *Define consumer-to-consumer (C2C) model and provide screenshots of two websites as examples of C2C models (2.5 Marks)*

***Ans)*** *Consumer-to-consumer (C2C) is also called online marketplaces connecting consumers to exchange goods and services and typically make their own money by charging transaction or listing fees.*

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