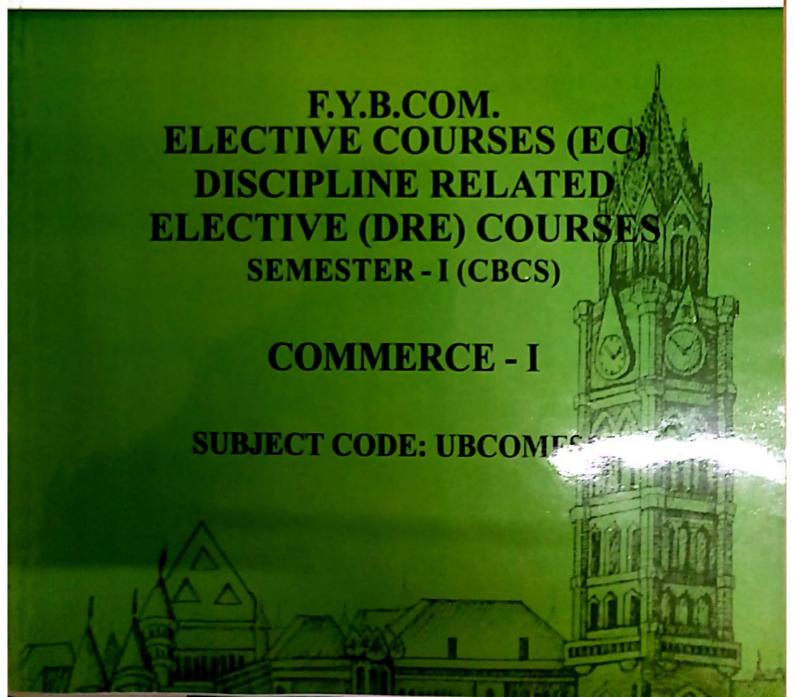


University of Mumbai

INSTITUTE OF DISTANCE AND OPEN LEARNING



Scanned with CamScanner

© UNIVERSITY OF MUMBAI

Prof. Suhas Pednekar

Vice-Chancellor, University of Mumbai,

Prof. Rayindra D. Kulkarni

Prof. Prakash Mahanwar

Pro Vice-Chancellor,

Director,

University of Mumbai,

IDOL, University of Mumbai,

Course and Programme

: Ms. Madhura Kulkarni

Co-ordinator

Deputy Director,

IDOL, University of Mumbai, Mumbai.

Editor

: Ashok Mahadik

Lala Lajpatrai College,

Mahalaxmi, Mumbai - 400034.

Course Writer

: Dr. S.G. Sagar

Vice Principal,

S.B. College, Shahapur,

Dist. Thane.

: Dr. B. B. Kamble

Shri Chinai College of Commerce & Economics,

Andheri (E), Mumbai - 400069.

: Prof. Sandeep Poddar

Rajasthani Seva Sangh College of Arts & Commerce, Andheri (E), Mumbai - 400059.

: Prof. Natika Jain

St. Francis Institute of Management & Research

Borivali (W), Mumbai - 400092.

November 2021, Print - 1

Published by

Director,

Institute of Distance and Open Learning,

University of Mumbai,

Vidyanagari, Mumbai - 400 098.

DTP Composed &

Mumbai University Press,

Printed by

Vidyanagari, Santacruz (E), Mumbai, 400 098

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

He 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 unorganised 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.
- 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.
- Explain the promotion of women entrepreneurs.



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

P.G. DIPLOMA COURSES

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

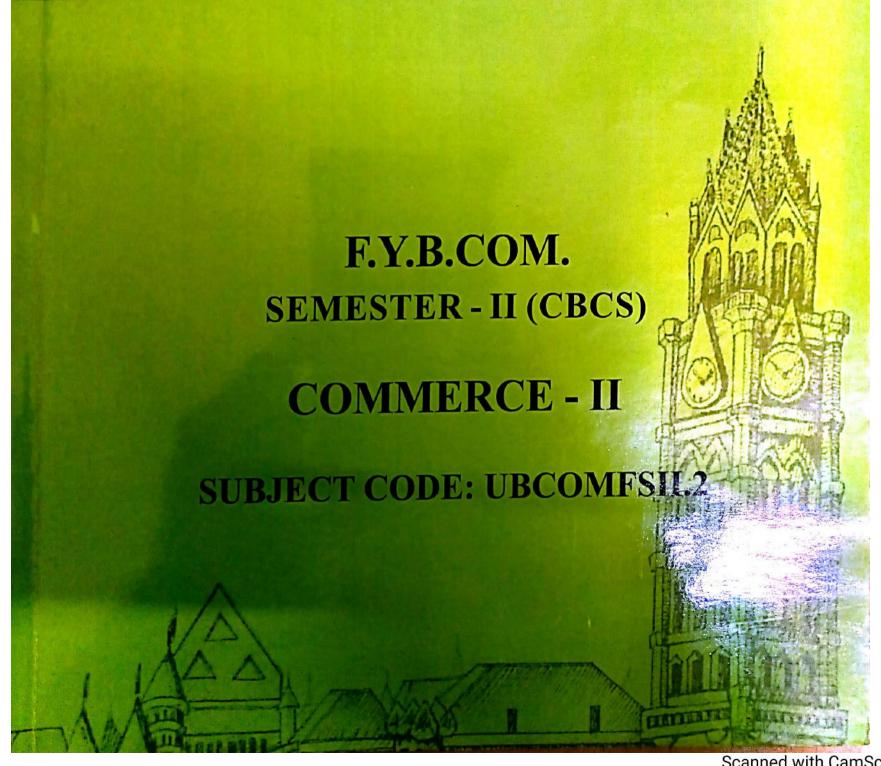


University of Mumbai Institute of distance and open Learning

Dr. Shankar Dayal Sharma Bhavan, Vidyanagri, Santacruz (East), Mumbai 400 098

Published by Director, IDOL on behalf of University of Mumbai.

https://mu.ac.in/distance-open-learning



Prof. Suhas Pednekar Vice-Chancellor, University of Mumbai,

Prof. Ravindra D. Kulkarni

Pro Vice-Chancellor, University of Mumbai,

Prof. Prakash Mahanwar

Director,

IDOL, University of Mumbai,

Course and Programme

Co-ordinator

: Ms. Madhura Kulkarni

Deputy Director,

IDOL, University of Mumbai, Mumbai.

Editor

: Ashok Mahadik Lala Lajpatrai College, Mahalaxmi, Mumbai - 400034.

Course Writer

: Dr. S.G. Sagar Vice Principal,

S.B. College, Shahapur,

Dist. Thane.

: Dr. B. B. Kamble

Shri Chinai College of Commerce & Economics, Andheri (E), Mumbai - 400069.

: Prof. Sandeep Poddar

Rajasthani Seva Sangh College of Arts & Commerce, Andheri (E), Mumbai - 400059.

: Prof. Natika Jain

St. Francis Institute of Management & Research Borivali (W), Mumbai - 400092.

April 2021, Print - 1

Published by

: Director,

Institute of Distance and Open Learning,

University of Mumbai,

Vidyanagari, Mumbai - 400 098.

DTP Composed

Ashwini Arts

Vile Parle (E), Mumbai - 400 099.

Printed by

ACME PACKS AND PRINTS (INDIA) PRIVATE LIMITED A Wing, Gala No. 28, Ground Floor, Virwani Industrial Estate,

Vishweshwar Nagar Road, Goregaon (East), Mumbai 400 063.

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?

INSTITUTE OF DISTANCE AND OPEN LEARNING, UNIVERSITY OF MUMBAI, OFFERS FOLLOWING COURSES

PROFESSIONAL PROGRAMME

- 1. Bsc IT
- 2. Bsc Computer science
- 3. MSc IT
- 4. MSc computer science
- 5. MCA

| TRADITIONAL PROGRAMMES | TRADITIONAL PROGRAM | MES |
|------------------------|---------------------|-----|
|------------------------|---------------------|-----|

- 1 BA
- 2 BCOM
- 3 MCOM
- **4 MSC MATHEMATICS**
- 5 MA in Marathi
- 6. MA in Hindi

- 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

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



Institute of distance and open learning University of Mumbai

Dr. Shankar Dayal Sharma Bhavan, Vidyanagri, Santacruz (East), Mumbai 400 098
Published by Director, IDOL on behalf of University of Mumbai.
https://mu.ac.in/distance-open-learning