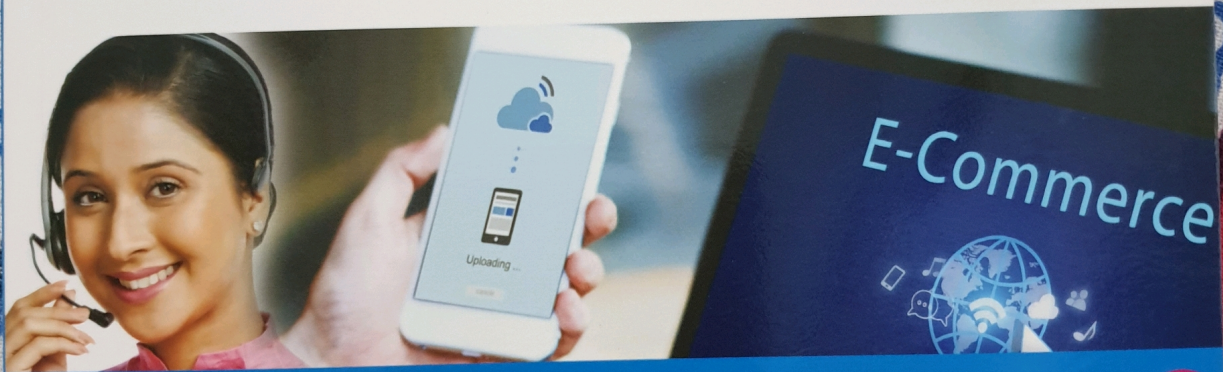


OXFORD
HIGHER EDUCATION

Semester II
GE 2.1 Chg

E-commerce and Business Communication

SECOND EDITION



As per
new B Com
CBCS syllabus
2017
for CU



Now with additional
questions for practice as per
the NEW EXAM PATTERN

Urmi Datta ■ Neha Somani

SECOND EDITION

E-commerce and Business Communication

The second edition of *E-commerce and Business Communication* is designed to serve as an undergraduate textbook for B Com students of Calcutta University. Written in a student-friendly manner, the book provides a complete coverage to the syllabus as well as gives numerous MCQs and other objective questions for students to practice.

The book is divided into two modules. The first module deals with 'E-commerce' and provides discussion on various e-commerce models, significance of e-governance, and strategies for successful e-CRM business framework. Digital payments, phases of ERP implementation, and latest trends in the field of e-commerce including social media have been covered in detail too.

The second module on 'Business Communication' introduces effective communication along with its types and tools. It also discusses the significance of communication in conflict resolution and includes a chapter on *Drafting* covering important points for writing Resume, Business letters, Circulars, and more.

Key Features

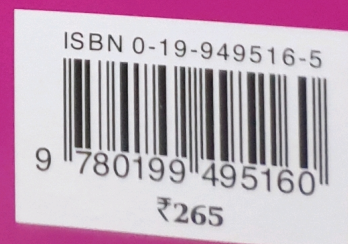
- Completely meets the requirements of Calcutta University B Com course on E-commerce and Business Communication
- Provides 360 + Chapter-end Questions that follow the university question paper pattern
- Comes with Solved Question Paper 2018 for Business Communication
- Includes a Question Bank with Select Answers
- Discusses new trends in the field of e-commerce including digital payments as also the emergence of communication technology and modern forms of communication used

Urmi Datta is Faculty, Shri Shikshayatan College, University of Calcutta

Neha Somani is working as a Finance and Legal Consultant in a consultancy firm

OXFORD
UNIVERSITY PRESS

www.india.oup.com



E-commerce and Business Communication

As per new BCom CBCS syllabus 2017 for CU

SECOND EDITION

Urmi Datta

*Faculty, Shri Shikshayatan College
University of Calcutta*

Neha Somani

*Practising Company Secretary
Finance and Legal Consultant*

OXFORD
UNIVERSITY PRESS

OXFORD
UNIVERSITY PRESS

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. Oxford is a registered trade mark of Oxford University Press in the UK and in certain other countries.

Published in India by
Oxford University Press
Ground Floor, 2/11, Ansari Road, Daryaganj, New Delhi 110002, India

© Oxford University Press 2018, 2019

The moral rights of the author/s have been asserted.

First Edition published in 2018
Second Edition published in 2019

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of Oxford University Press, or as expressly permitted by law, by licence, or under terms agreed with the appropriate reprographics rights organization. Enquiries concerning reproduction outside the scope of the above should be sent to the Rights Department, Oxford University Press, at the address above.

You must not circulate this work in any other form
and you must impose this same condition on any acquirer.

ISBN-13: 978-0-19-949516-0

ISBN-10: 0-19-949516-5

Typeset in Baskerville and Helvetica Narrow
by Ideal Publishing Solutions, Delhi
Printed in India at Rakmo Press Pvt. Ltd., New Delhi

Cover image: Rawpixel.com / Shutterstock, imagedb.com / shutterstock

Third-party website addresses mentioned in this book are provided
by Oxford University Press in good faith and for information only.
Oxford University Press disclaims any responsibility for the material contained therein.