

SMIT SIR COMMERCE

GSEB | ENGLISH MEDIUM

ORGANISATION OF COMMERCE AND MANAGEMENT

CLASS 11

CHAPTER 4

Communication, E-Commerce and Outsourcing

Complete Concept Notes | Simple Explanations | Examples | Exam Preparation

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Learn the Concept. Understand the Logic. Write Better Answers.

Chapter at a Glance

This chapter connects three major ideas: how people and businesses communicate, how the internet and e-commerce enable online business, and how firms use outsourcing, BPO and KPO to obtain specialised work from outside service providers.

The textbook moves from the basic communication process to the internet, then to e-commerce transactions and their risks, and finally to outsourcing, BPO and KPO.

Stage	Topic	What you learn
1	Communication	Meaning, definitions and six-step communication process
2	Internet	Meaning, network types and major uses
3	E-Commerce	Meaning, scope, requirements and online transaction process
4	Payments & Security	Payment modes plus transaction, IP and privacy risks
5	Outsourcing	Meaning and logic of getting work done by outside agencies
6	BPO & KPO	Concept, requirement, benefits and scope

EXAM IMPORTANT

High-value areas for exams: communication process, types of computer networks, scope of e-commerce, online transaction stages, modes of payment, safety/security risks, BPO and KPO.

Learning Objectives

After studying this chapter, you will be able to:

- explain communication in simple and academic language.
- describe the six stages of the communication process in correct order.
- explain the meaning of internet and distinguish major network types.
- describe important uses of internet for information, communication and banking.
- explain the meaning and scope of e-commerce.
- describe the requirements and stages of an online transaction.
- compare major payment modes used in e-commerce.
- identify the main risks relating to online transactions, intellectual property and privacy.
- explain outsourcing and why businesses use BPO and KPO.
- write structured, board-style answers for important chapter questions.

SMIT SIR'S NOTE

Do not memorise isolated words. First understand the flow:
Communication -> Internet -> E-Commerce -> Online Transaction ->
Security -> Outsourcing -> BPO/KPO.

4.1 Meaning and Definition of Communication

Meaning: Communication is the process of sharing information, ideas, feelings, opinions or instructions between two or more persons so that a common understanding can be created.

In Simple Words: When one person sends a message and another person receives and understands it, communication takes place.

KEY TERM - COMMUNICATION

Exchange of information or meaning between people with the purpose of creating understanding.

Communication may be verbal (spoken or written words) or non-verbal (signs, gestures, expressions and body language).

Example: A teacher tells students that tomorrow's class will begin at 8:00 a.m. The message is useful only when students receive and understand it correctly.

EXAM IMPORTANT

For a definition answer, include three ideas: exchange of information + common understanding + sender/receiver.

4.1.2 The Communication Process

Communication is not only speaking. It is a two-way process. A sender forms a message, selects a medium, sends it, the receiver gets and interprets it, and finally gives a response.

The textbook presents the process in six stages:

Step	Stage	Simple Meaning
1	Formation of Message	Deciding what information or idea has to be communicated.
2	Selection of Medium	Choosing how to send the message - oral, written, electronic, etc.
3	Sending the Message	Actually transmitting the message through the selected medium.
4	Acceptance of Message	The receiver gets or receives the message.
5	Interpretation	The receiver understands the meaning of the message.
6	Reply / Feedback	The receiver responds after understanding it.

REMEMBER THIS

The process is complete only when the receiver understands and responds. Sending alone is not enough.

Communication Process - Step-by-Step

1. Formation of Message

Meaning: The sender first decides the content. The message may be information, an instruction, an opinion, a feeling or a question.

Example: A school administrator decides to inform teachers that a meeting will be held at 1:30 p.m.

2. Selection of Medium

Meaning: The sender chooses a suitable channel. The medium can be speech, phone call, notice, email, message or another form.

Example: For an urgent meeting, the administrator may use a WhatsApp message or direct announcement.

3. Sending the Message

Meaning: The message is transmitted through the selected medium.

Example: The administrator sends the message to the staff group.

Communication Process - Receiver Side

4. Acceptance of Message

Meaning: The receiver actually receives the message. If the message does not reach the receiver, communication is incomplete.

Example: Teachers see the meeting message.

5. Interpretation of Message

Meaning: The receiver gives meaning to the words or signs and understands what the sender intends.

Example: Teachers understand that they must attend at 1:30 p.m.

6. Reply to the Message

Meaning: The receiver sends a response or acts on the message. This feedback confirms that communication has been understood.

Example: A teacher replies 'Noted' or attends the meeting.

SMIT SIR'S NOTE

A wrong interpretation can create misunderstanding even when the sender has sent the correct message. So clear words and a suitable medium matter.

EXAM IMPORTANT

Board-answer trick: write all six stages in order and add one continuous example. This makes the answer easy to understand and easy to remember.

4.2 Meaning of Internet

The term internet is linked with the idea of interconnection and networks. A network is a group of computers connected so that information can be exchanged.

In Simple Words: The internet is a worldwide network through which computers and devices can communicate and exchange information.

KEY TERM - NETWORK

A system in which two or more computers are connected so that data and resources can be shared.

The textbook explains several network forms based on the area covered.

Type	Full Form	Coverage / Idea
LAN	Local Area Network	Computers connected within a small local place.
CAN	Campus Area Network	Computers connected across a campus or limited institutional area.
MAN	Metropolitan Area Network	Network spread across a city or metropolitan area.
WAN	Wide Area Network	Network spread over a very large geographical area.

Network Types - Easy Understanding

LAN: Used when computers are connected within a small area such as one office, laboratory or building.

Example: Computers inside a school computer lab.

CAN: Used to connect networks within a campus or institution.

Example: Different buildings of a university campus connected together.

MAN: Covers a city or metropolitan area.

Example: A network linking branches of an organisation across one city.

WAN: Covers very large distances and can connect networks across regions or countries.

Example: A company connecting offices in different states.

SMIT SIR'S NOTE

Remember by size: LAN < CAN < MAN < WAN. The area generally becomes wider as you move from left to right.

Uses / Functions of Internet

The textbook highlights practical uses of the internet. The idea is that connected computers make communication and information exchange fast and convenient.

Use	Explanation	Example
Contact with other persons	People can communicate with persons in different places.	Email, online messaging or video communication.
Receiving information	Information from different sources can be accessed quickly.	A student searches for a business concept.
Banking facilities	Several banking services can be used online.	Checking balance or carrying out digital banking transactions.
Searching information	Search engines help users locate required information.	Using a search engine to find a topic or website.

EXAM IMPORTANT

Do not write only the heading 'uses of internet'. Explain how each use helps the user.

Searching Information on the Internet

A simple search normally follows a sequence:

- 1 Select a browser: Open an internet browser on the device.
- 2 Select a search engine: Open a search engine.
- 3 Enter the required information: Type keywords related to the topic.
- 4 Select a website: Review the results and choose a suitable website.
- 5 Obtain the required information: Read the relevant information from the selected page.

Example: If a student wants information on e-commerce, the student can open a browser, use a search engine, type 'meaning of e-commerce', open a suitable result and read the information.

REMEMBER THIS

Browser = tool used to access web pages. Search engine = service used to find information on the web.

4.3 E-Commerce - Meaning

E-Commerce means electronic commerce - commercial activities in which buying, selling, communication, ordering, payment or related business processes are carried out through electronic networks.

In Simple Words: When business transactions are conducted using the internet or other electronic systems, it is e-commerce.

KEY TERM - E-COMMERCE

Buying, selling and related commercial activities carried out using electronic communication and networks.

Example: A customer orders a book from an online seller, pays digitally and receives delivery at home.

Why it matters: E-commerce reduces the need for physical presence and allows buyers and sellers to interact from different locations.

EXAM IMPORTANT

Remember: e-commerce is broader than only 'online shopping'. It also includes communication, ordering, payment and other transaction-related activities.

4.3.2 Scope of E-Commerce

The scope of e-commerce can be understood from the parties involved in the transaction.

Model	Parties	Simple Idea
B2C	Business to Customer	A business sells directly to the final customer.
B2B	Business to Business	One business deals with another business.
C2C	Customer to Customer	One customer deals with another customer.
C2B	Customer to Business	An individual customer provides value, service or an offer to a business.

B2C and B2B

B2C - Business to Customer

Meaning: A business sells goods or services directly to the final consumer through an electronic platform.

Example: A student orders stationery from an online retail website.

Logic: Seller = business; buyer = individual consumer.

B2B - Business to Business

Meaning: One business supplies products or services to another business.

Example: A retailer orders packaging material from a wholesaler through an online business portal.

Logic: Both sides of the transaction are business units.

REMEMBER THIS

B2C = business serves the final consumer. B2B = business serves another business.

C2C, C2B and Government Linkages

C2C - Customer to Customer

Meaning: Individuals use an electronic platform to buy from or sell to other individuals.

Example: A person sells a used study table to another person through an online marketplace.

C2B - Customer to Business

Meaning: An individual provides a service, content, offer or value to a business.

Example: A freelance designer offers a logo design service to a company.

Government-related E-Commerce

The textbook also refers to electronic interactions involving government, such as business-to-government, government-to-business and government-to-citizen type transactions.

SMIT SIR'S NOTE

In exam answers, first identify who is on each side of the transaction. That immediately tells you the correct e-commerce model.

4.3.3 Requirements for Successful E-Commerce

For e-commerce to work properly, basic technological and transaction facilities are required.

Requirement	Meaning / Purpose
Website	Provides the online place where information, products or services are presented.
Computer / Device with Internet Connectivity	Allows buyer and seller to connect, communicate and carry out the transaction.
Payment Facility such as Credit / Debit Card	Allows electronic payment where such a payment method is used.

EXAM IMPORTANT

Write requirements as Website + Internet-connected device + Payment facility. Explain the role of each, not just the names.

4.3.4 Online Transactions - Main Stages

An online transaction normally passes through a sequence from selection to payment and delivery.

Stage	What Happens
Pre-buying / Selling Stage	Buyer searches, compares, selects and places an order; seller provides information and terms.
Delivery Stage	The ordered product or service is delivered according to the agreed method.
Payment Stage	Payment is completed using an accepted mode such as cash on delivery, cheque, net banking, card or digital cash.

Easy Example: You select a notebook online -> place the order -> seller dispatches it -> you receive it -> payment is completed according to the chosen method.

REMEMBER THIS

Transaction flow: Choose -> Order -> Deliver -> Pay.

4.3.5 Modes of Payment

The textbook discusses several ways in which payment can be completed in e-commerce.

Mode	How It Works	Simple Example
Cash on Delivery (COD)	Customer pays when the goods are delivered.	Paying cash when a parcel arrives.
Cheque	Payment is made through a cheque subject to banking process.	Buyer gives cheque to seller.
Net Banking	Payment is transferred electronically through the bank account.	Customer pays through online banking.
Credit / Debit Card	Card details are used to make electronic payment.	Paying at checkout using a bank card.
Digital Cash	Electronic form of payment used for online transactions.	Electronic value used to complete online purchase.

SMIT SIR'S NOTE

Credit card and debit card are not the same in banking terms, but for this chapter the exam focus is their use as electronic payment modes in online transactions.

4.3.6 Safety and Security of Transactions

Online transactions involve convenience, but they also create certain risks. The textbook groups the major risks into three areas.

Risk	Meaning	What can go wrong?
Risk of Transaction	Problem in completing or fulfilling the online deal.	Order, delivery or payment may not happen as expected.
Risk of Intellectual Property	Unauthorised use or copying of protected digital content or ideas.	Content may be copied or misused.
Risk of Data Collection / Privacy	Personal information may be collected or misused.	Passwords, account details or personal data may be exposed or used improperly.

EXAM IMPORTANT

The three risk headings are extremely important: Transaction Risk + Intellectual Property Risk + Privacy/Data Risk.

Security - Student-Friendly Explanation

1. Transaction Risk: The buyer may pay but not receive the expected goods, or the transaction may fail because of a technical or procedural problem.
2. Intellectual Property Risk: Digital content such as designs, software, written material or creative work can be copied without proper permission.
3. Privacy Risk: Personal data such as password, account information or contact details may be collected, leaked or misused.

COMMON MISTAKE

Do not treat all three risks as the same. In an exam, write a separate meaning for each risk.

REMEMBER THIS

Transaction = deal problem; Intellectual Property = content/creation problem; Privacy = personal-data problem.

4.3.7 Outsourcing

Outsourcing means getting certain business work done by an outside specialised agency instead of performing every activity within the business itself.

In Simple Words: A business gives some work to an external expert because that expert can perform it efficiently or economically.

KEY TERM - OUTSOURCING

Obtaining selected business services or work from an outside specialised service provider.

Example: A company may use an outside agency for payroll processing or customer support instead of creating a full internal department.

Why businesses outsource: It helps them focus more on their main activities and obtain specialist support for other functions.

4.3.8 BPO - Business Process Outsourcing

BPO stands for Business Process Outsourcing. It involves assigning a business process or routine service activity to an outside agency.

In Simple Words: A company gives a process-based task to another specialised organisation.

KEY TERM - BPO

Outsourcing of business processes or routine business service activities to an external service provider.

Example: A company uses an external call centre to handle customer enquiries.

SMIT SIR'S NOTE

BPO is generally process-oriented. The outsourced work follows a defined business process or routine service requirement.

Why Businesses Use BPO

The textbook explains several reasons or benefits for using BPO:

Reason	Explanation
Cost Cutting	Certain outsourced activities may be performed at lower cost than maintaining a full internal setup.
Focus on Primary Work	Management can concentrate more on the firm's main business activities.
Benefit of Efficiency	Specialised service providers may perform the outsourced work more efficiently.
Cater to Changing Demand	Outside support can help firms respond to changing workload or customer requirements.
Increase in Profit	Lower cost and better focus on core work can support improved business performance.

EXAM IMPORTANT

For a 'need/benefits of BPO' answer, explain the logic behind each point. A heading alone is not enough.

Scope of BPO

The textbook broadly divides BPO work into two areas:

1. Back Office Outsourcing

Includes internal support processes such as billing, purchase-related work, data entry and other administrative functions.

2. Front Office Outsourcing

Includes customer-facing or market-facing services such as marketing and technical assistance.

Area	Focus	Examples
Back Office	Internal support activities	Billing, data entry, purchase support.
Front Office	Customer-facing activities	Marketing support, technical assistance.

REMEMBER THIS

Back office = work behind the scenes. Front office = work connected more directly with customers/market.

4.3.9 KPO - Knowledge Process Outsourcing

KPO stands for Knowledge Process Outsourcing. It involves outsourcing work that requires specialised knowledge, professional expertise, analysis or advanced skills.

In Simple Words: BPO focuses more on business processes; KPO focuses more on knowledge-intensive work.

KEY TERM - KPO

Outsourcing of specialised, knowledge-based and professional work to skilled service providers.

Example: A business gets specialised market research or legal research done by an expert external organisation.

EXAM IMPORTANT

The easiest difference: BPO = process-oriented work; KPO = knowledge-oriented work.

Requirement / Benefits of KPO

The textbook gives several reasons for the development and use of KPO:

Point	Simple Explanation
Achievement of Best Skills	A business can access specialised and advanced professional skills.
Maximum Use of Sources	Expert providers can use specialised resources effectively.
Solution of Complex Problems	Knowledge experts help solve difficult or technical problems.
Special Attention to Principal Functions	The business can focus more on its main work while specialists handle knowledge-intensive support work.
Maximum Use of Money	Resources can be used efficiently by obtaining specialised work when required.
Reduction of Expenditure	The business may avoid maintaining all high-level specialist functions internally.
Reduction in Risk	Expert knowledge can reduce errors and uncertainty in specialised tasks.

Scope of KPO

KPO is used in knowledge-intensive and professional areas. The textbook lists a broad scope that includes:

- Business and market research - analysing markets, customers and business information.
- Legal services - specialised legal research and support work.
- Medical services - professional knowledge-based support in medical-related work.
- Training and guidance - specialist training, education and advisory services.
- Research and development - analytical and knowledge-intensive research work.
- Animation and design - creative work requiring specialised skills and expertise.

SMIT SIR'S NOTE

KPO activities differ widely, but the common feature is the need for specialised knowledge, analysis or professional expertise.

BPO vs KPO - Very Important Difference

Basis	BPO	KPO
Main Focus	Business process / routine service work	Knowledge-intensive / expert work
Nature of Skill	Process efficiency and operational skill	Advanced, analytical or professional skill
Type of Work	More standardised and process-based	More specialised and judgement-based
Typical Examples	Call centre, billing, data entry	Research, legal support, specialised analysis
Main Purpose	Efficient execution of business processes	Access to specialised knowledge and expertise

REMEMBER THIS

BPO = Process. KPO = Knowledge. This single distinction helps you build the full comparison.

Chapter Glossary

Term	Simple Meaning
Communication	Exchange of information or meaning to create understanding.
Sender	Person who originates the message.
Receiver	Person who receives and interprets the message.
Medium	Channel used to carry the message.
Feedback	Reply or response from the receiver.
Network	Connected group of computers or devices.
Internet	Worldwide interconnected network.
E-Commerce	Commercial activity carried out through electronic networks.
B2C	Business to Customer transaction.
B2B	Business to Business transaction.
C2C	Customer to Customer transaction.
C2B	Customer to Business transaction.
COD	Cash on Delivery.
Outsourcing	Getting selected work done by an external specialised provider.
BPO	Business Process Outsourcing.
KPO	Knowledge Process Outsourcing.

Common Mistakes Students Make

COMMON MISTAKE

Wrong idea: Communication means only speaking.

Correct idea: Communication includes sending, receiving, understanding and feedback; it may be verbal or non-verbal.

COMMON MISTAKE

Wrong idea: Internet and e-commerce are the same.

Correct idea: Internet is the network; e-commerce is commercial activity carried out using electronic networks.

COMMON MISTAKE

Wrong idea: B2C and B2B are interchangeable.

Correct idea: In B2C the buyer is the final consumer; in B2B both parties are businesses.

COMMON MISTAKE

Wrong idea: Online transaction ends when order is placed.

Correct idea: The transaction also includes delivery and payment.

COMMON MISTAKE

Wrong idea: All online risks are called hacking.

Correct idea: The textbook distinguishes transaction risk, intellectual-property risk and privacy/data risk.

COMMON MISTAKE

Wrong idea: BPO and KPO are the same.

Correct idea: BPO is process-oriented; KPO is knowledge-oriented.

COMMON MISTAKE

Wrong idea: Front office means only a physical reception desk.

Correct idea: In BPO, front-office outsourcing refers to customer-facing services.

How to Write Important Answers in the Exam

Q1. Explain the Communication Process

Best structure: Start with one-line meaning, then write six steps in order. Give one continuous example.

- 1 Formation of message
- 2 Selection of medium
- 3 Sending of message
- 4 Acceptance of message
- 5 Interpretation
- 6 Reply / feedback

Q2. Explain the Scope of E-Commerce

Best structure: Write the meaning of e-commerce, then explain B2C, B2B, C2C and C2B separately with one short example each.

Q3. Explain BPO / KPO

Best structure: Full form -> meaning -> simple explanation -> need/benefits -> scope -> one example.

EXAM IMPORTANT

Use headings and numbered points. For theory answers, presentation matters because it makes the logic visible to the examiner.

Practice Set A - MCQs

1. Communication becomes complete when the receiver:

- A. ignores the message
- B. receives, understands and responds
- C. only sees the sender
- D. selects a medium

2. The first stage in communication is:

- A. feedback
- B. interpretation
- C. formation of message
- D. acceptance

3. A network covering a small local area is generally called:

- A. LAN
- B. WAN
- C. MAN
- D. KPO

4. Which model represents Business to Customer?

- A. C2C
- B. B2B
- C. B2C
- D. C2B

5. One business selling to another business is:

- A. B2B
- B. B2C
- C. C2C
- D. C2B

6. Which is a basic e-commerce requirement?

- A. website
- B. factory chimney
- C. warehouse only
- D. manual ledger only

7. Which is a payment mode in e-commerce?

- A. COD
- B. LAN
- C. BPO
- D. KPO

8. Unauthorised copying of protected digital work is mainly related to:

- A. privacy only
- B. intellectual property risk
- C. delivery stage
- D. network size

9. BPO stands for:

- A. Business Payment Order
- B. Business Process Outsourcing
- C. Banking Process Office
- D. Business Product Output

10. KPO mainly requires:

- A. specialised knowledge and skills
- B. no expertise
- C. only physical delivery
- D. only cash payment

11. Back-office BPO commonly involves:

- A. data entry and billing
- B. only retail selling
- C. customer buying
- D. road transport

12. Front-office BPO is more connected with:

- A. customer-facing services
- B. internal storage only
- C. manufacturing machinery
- D. ownership transfer

Practice Set A - MCQ Answer Key

Q	Ans
1	B
2	C
3	A
4	C
5	A
6	A
7	A
8	B
9	B
10	A
11	A
12	A

EXAM IMPORTANT

If you get an MCQ wrong, do not only memorise the letter. Re-read the concept and explain to yourself why the other options are wrong.

Practice Set B - Conceptual MCQs

13. The receiver choosing the meaning of a message is called:

- A. interpretation
- B. formation
- C. transmission medium
- D. B2B

14. A network spread over a city is generally:

- A. LAN
- B. MAN
- C. KPO
- D. C2C

15. A student selling a used calculator to another student online is:

- A. B2B
- B. B2C
- C. C2C
- D. C2B

16. A freelance designer offering a design to a company is closest to:

- A. C2B
- B. B2C
- C. B2B
- D. C2C

17. The stage after placing an order that concerns movement of goods is:

- A. delivery
- B. formation
- C. interpretation
- D. KPO

18. Leakage of personal account details is mainly a:

- A. privacy/data risk
- B. LAN risk
- C. B2B risk
- D. delivery advantage

19. Which idea best defines outsourcing?

- A. doing every activity inside the firm
- B. giving selected work to an outside specialist
- C. selling only to consumers
- D. using only cash

20. Which is more knowledge-intensive?

- A. KPO
- B. BPO
- C. COD
- D. LAN

21. Research and legal support are more closely related to:

- A. KPO
- B. COD
- C. C2C
- D. LAN

22. The final step in the communication process is:

- A. formation
- B. selection of medium
- C. reply / feedback
- D. sending

23. Cash paid when a parcel arrives is:

- A. COD
- B. BPO
- C. C2B
- D. WAN

24. The network with widest geographical coverage among LAN, CAN, MAN and WAN is:

- A. LAN
- B. CAN
- C. MAN
- D. WAN

25. Marketing support may fall under which BPO area?

- A. front office
- B. back office only
- C. KPO only

- D. delivery stage

Practice Set B - Answer Key

Q	Ans
13	A
14	B
15	C
16	A
17	A
18	A
19	B
20	A
21	A
22	C
23	A
24	D
25	A

Exam Question Bank

A. One-Sentence Questions

- Define communication.
- What is a computer network?
- What is meant by internet?
- Give the full form of BPO.
- Give the full form of KPO.
- What is COD?
- What is meant by outsourcing?

B. Short-Answer Questions

- Explain any four uses of internet.
- Explain the meaning of e-commerce.
- Explain B2C and B2B with examples.
- State the main requirements for successful e-commerce.
- Explain the stages of an online transaction.
- Write a short note on safety and security of online transactions.
- Explain the scope of BPO.
- Explain the scope of KPO.

Long-Answer Practice

C. Detailed Questions

- Explain the communication process in detail with an example.
- Explain the different types of computer networks.
- Explain the scope of e-commerce.
- Explain the requirements, stages and payment modes of online transactions.
- Explain the risks involved in e-commerce transactions.
- Explain the concept, need and scope of BPO.
- Explain the concept, requirement and scope of KPO.
- Differentiate between BPO and KPO.

D. Application / Case-Based Questions

Case 1: A customer orders a school bag from an online retailer and pays when the parcel is delivered. Identify the e-commerce model and payment mode.

Answer: B2C and Cash on Delivery (COD).

Case 2: A company hires an external agency to manage customer calls and another specialist firm to conduct market research. Identify BPO and KPO activities.

Answer: Customer call handling is BPO; market research is KPO.

5-Minute Chapter Revision

Communication: Exchange of information to create understanding.

Process: Formation -> Medium -> Send -> Accept -> Interpret -> Reply.

Internet: Worldwide interconnected network. Network types: LAN, CAN, MAN, WAN.

Internet uses: Contact, information, banking, searching.

E-Commerce: Commercial activity through electronic networks.

Scope: B2C, B2B, C2C, C2B and government-linked interactions.

Requirements: Website + connected device + payment facility.

Online transaction stages: Pre-buying/selling -> Delivery -> Payment.

Payment modes: COD, cheque, net banking, credit/debit card, digital cash.

Main risks: Transaction risk, intellectual-property risk, privacy/data risk.

Outsourcing: Giving selected work to outside specialists.

BPO: Process-oriented outsourcing. Scope: back office and front office.

KPO: Knowledge-oriented outsourcing. Scope includes research, legal, medical, training, R&D;, animation/design.

EXAM IMPORTANT

Fastest memory line: Communication -> Internet -> E-Commerce -> Security -> Outsourcing -> BPO/KPO.

One-Page Master Revision Sheet

Area	Must Remember
Communication	Meaning + 6 steps + feedback
Networks	LAN, CAN, MAN, WAN
Internet	Contact, information, banking, search
E-Commerce Models	B2C, B2B, C2C, C2B
Requirements	Website + internet-connected device + payment facility
Transaction Stages	Pre-buying/selling -> delivery -> payment
Payment	COD, cheque, net banking, card, digital cash
Security Risks	Transaction + intellectual property + privacy/data
Outsourcing	Outside specialist performs selected work
BPO	Business Process Outsourcing; back office + front office
KPO	Knowledge Process Outsourcing; specialised knowledge work

Have You Mastered This Chapter?

- ☐ I can explain communication and all six stages in order.
- ☐ I can distinguish LAN, CAN, MAN and WAN.
- ☐ I can explain the scope of e-commerce with examples.
- ☐ I can explain online transaction stages and payment modes.
- ☐ I can explain all three security risks.
- ☐ I can explain outsourcing, BPO and KPO.
- ☐ I can write the difference between BPO and KPO.
- ☐ I can solve the chapter MCQs without guessing.

SMIT SIR'S NOTE

Read the master sheet first during revision, then return to the detailed pages only for concepts you cannot explain in your own words.

CHAPTER 4 COMPLETE

Communication, E-Commerce and Outsourcing

SMIT SIR'S FINAL MESSAGE

Do not study this chapter as separate definitions. Understand the connection: businesses communicate through networks, internet enables e-commerce, e-commerce needs secure transactions, and outsourcing lets firms obtain specialised process or knowledge services.

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