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This book contains MCQs (with answers) and model test questions based on IGCSE Business Studies syllabus. These MCQs and the model tests are designed to help students revise and understand the topics of IGCSE Business Studies. Each chapter has three sections. First two sections focus on the content and definitions related to a specific chapter. The third section provides a model test. These assessments facilitate a student to develop a better understanding of the Business Studies topics and prepare for the exam. At the end of the MCQ sections, there are 20 (Paper 1 and 2 combined) exam style model tests.
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The book "COMMERCE SET-NET-JRF-A COMPREHENSIVE LOOK" is a comprehensive book for aspirants in the domain of Commerce and Management. All the subjects are very well incorporated in this book.NTA has revised the new pattern of examination and we have designed the book to meet those specific requirements. Practically speaking since last eight years I have given SET-NET Exams, I have faced a big challenge of books for exams. There are very few books in the domain of Commerce and Management. These books are like guide format which consists question and answers without proper justification of answers. Exams are tough nowadays and relying on limited source of information is waste of time. By realizing this need we have designed this book "COMMERCE SET-NET-JRF-A COMPREHENSIVE LOOK" This book has taken into consideration every single aspect which aspirant think he should have in his hand while preparing for the exam.My expertise in this domain is since last eight years and I have qualified exams for record 17 times in the domain of Commerce and Management. We have carefully gone through all the state level exam papers, their level of difficulty and provided valuable justification at the end of the each question. Subject like Economics can be very well understood through diagrams. We have incorporated diagrams in the book wherever necessary. Most of the information provided in this book is taken from authentic and original source with due acknowledgement to them. All the subjects are very well incorporated in this book and it will be a must-read book for all the aspirants.
Introduction to E-commerce discusses the foundations and key aspects of E-commerce while focusing on the latest developments in the E-commerce industry. Practical case studies offer a useful reference for dealing with various issues in E-commerce such as latest applications, management techniques, or psychological methods. Dr. Zheng Qin is currently Director of the E-Commerce Institute of Xi'an Jiaotong University.
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The comprehensive coverage of the Sixth Edition equips students with the latest information on e-commerce—concepts, models, strategies, and techniques that can be used to build useful e-commerce applications. The book features several comprehensive and diverse case studies and data on Indian corporations, as well as multinational companies showing success and failure of their Web-based electronic business models. Coverage of a broad range of topics, including the latest developments in technology as well as taxation issues, makes the book a solid introductory text for the rapidly expanding number of courses in e-commerce for the students of business management and commerce at undergraduate and postgraduate level, and also, for the students pursuing courses in computer applications, information technology and computer science engineering. KEY FEATURES Provides coverage of all elements of e-commerce, including customer relationship, supply chain management, e-payment, e-security, mobile commerce, and Web designing. Addresses key legal issues related to taxation (including GST), privacy, copyright, and so forth. Gives the end-of-chapter Internet search exercises to help students develop analytical skills. Defines key technical terms in the glossary. NEW TO THE SIXTH EDITION Updated tables and figures throughout the book Mobile business models, which are gaining more importance nowadays New topics such as business models, search engine optimization, digital payment transition in India, and so on Augmented sections on social media marketing, security on the Internet, etc. Completely revamped chapters on 'Information Systems for Mobile Commerce', 'Legal and Ethical Issues', and 'E-commerce Laws and Taxation Issues'. TARGET AUDIENCE MBA/PGDM/BBA MCA/BCA B.Tech (IT/CSE) M.Tech (IT) M.Com/B.Com
This brand new textbook covers all of the core topics found on Introduction to Management modules, and the author's clear, accessible writing style guides students through the world of management. The book also goes a step further to enourage students to develop a critical mindset and think about academic debates around the subject. Innovative Skillsets linked to each substantive chapter integrate practical skills with the topics. Skills such as time management, critical analysis, referencing, personal development planning and reviewing literature are included. Clear, step-by-step guidance helps students develop each skill, understand why it is important, and see how the topic is relevant to practical applications in the real world of business. A truly international range of case studies broadens students' horizons and encourages them to look beyond the standard examples from the UK and America. Emerging markets are becoming ever more important in the rapidly changing business environment, a fact reflected by the inclusion of case studies from the Middle East, Latin America and Africa. Key featuresDesigned to help boost students' academic grades and employability through the provision of integrated Skillsets, which link practical skills with topics in the textbook. These innovative features also clearly demonstrate the relevance of the theoretical material to the real world.A truly international range of case studies broadens students' horizons and encourages them to look beyond the standard set of UK and American examples. Emerging economies are given more attention with detailed analysis of case studies from the Middle East, Latin America and Africa.Case studies analyse service and manufacturing industries, not-for-profit organisations as well as public and private companies. Entrepreneurs, managers and leaders are also covered to provide students with management insights from key practitioners from a range of sectors.Critical reflection boxes encourage

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