

CHAPTER 5

Emerging Modes of Business

CBSE · Business Studies CI-11 · Class 11

WHAT THIS CHAPTER DOES

Boards prep that builds confidence, not anxiety.

TODAY'S MISSION

Today's Mission

WHY THIS MATTERS

The Big Picture

TOPIC

What you must walk out knowing

TOPIC

A

Part A — Understanding e-Business

TOPIC

The Hierarchy: e-Business > e-Commerce > e-Trade

POINT 1

POINT 2

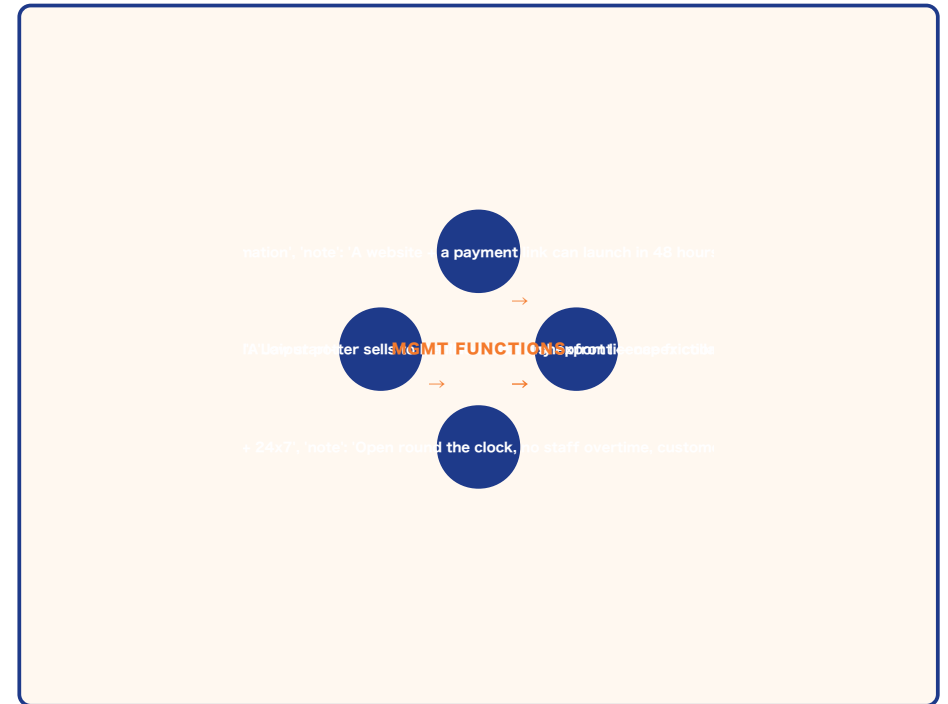
POINT 3

TOPIC

Scope of e-Business — Five categories

WORKED EXAMPLE

Benefits of e-Business — the four NCERT pillars



TRY IT · SOLVE BEFORE YOU PEEK

Quick check — 60 seconds

Work it out before you flip the answer.

SOLUTION

TOPIC

Limitations of e-Business — what NCERT explicitly lists

POINT 1

POINT 2

POINT 3

POINT 4

TOPIC

Resources required to set up e-business

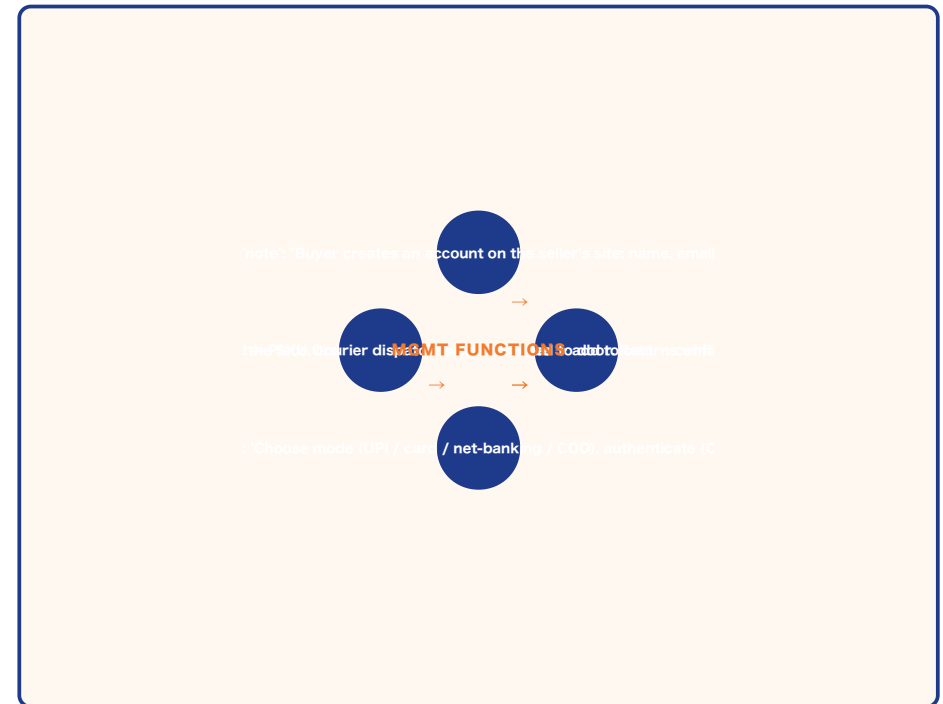
TOPIC

B

Part B — Online Transactions & Payments

WORKED EXAMPLE

The online transaction — four stages, end-to-end



TOPIC

Payment mechanisms — six rails students must know

POINT 1

POINT 2

POINT 3

POINT 4

TOPIC

C

Part C — Security in e- Business

TOPIC

Security threats vs defence tools

TRY IT · SOLVE BEFORE YOU PEEK

Quick check — Security

Work it out before you flip the answer.

SOLUTION

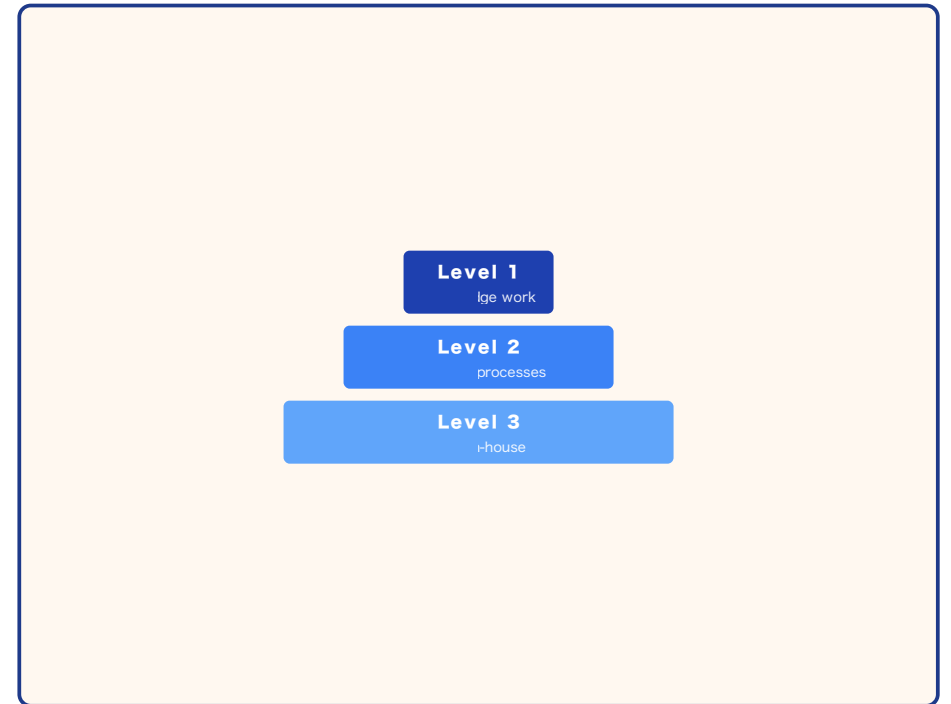
TOPIC

D

Part D — Outsourcing, BPO & KPO

WORKED EXAMPLE

Outsourcing hierarchy — BPO climbing into KPO



TOPIC

Outsourcing — Benefits and Concerns side by side

POINT 1

POINT 2

POINT 3

POINT 4

PYQ PATTERNS

What examiners ask, year after year

MARKS DISTRIBUTION

Marks weight by sub-topic (last 10 years)

TOPPER TEMPLATE · MARK-BY-MARK

Topper-grade answer — 'Outsourcing benefits + concerns' (5 marks)

1

2

3

4

TOPIC

Trap

TRAP → TRUTH

× **MISTAKE** e-business and e-commerce mean the same thing

✓ **CORRECT** e-commerce is buying/selling only; e-business is the WIDER set — buying, selling, servicing customers, collaborating with partners and conducting transactions WITHIN a firm over the net. e-trade is the narrowest — only the online buy/sell transaction.

TOPIC

Trap

TRAP → TRUTH

- × **MISTAKE** Outsourcing means firing your own employees and hiring foreigners
- ✓ **CORRECT** Outsourcing means CONTRACTING OUT non-core activities to a specialised external agency — it may be domestic or offshore. The work moves out, not the people.

TOPIC

Trap

TRAP → TRUTH

× **MISTAKE** BPO and KPO are the same — both are call centres

✓ **CORRECT** BPO handles ROUTINE business processes (payroll, customer support, data entry). KPO handles KNOWLEDGE-intensive work (legal research, equity research, R&D) requiring higher qualifications and judgement.

TOPIC

Trap

TRAP → TRUTH

× **MISTAKE** All online payments are 'net banking'

✓ **CORRECT** Net banking is ONE payment mode (login to bank portal, authorise transfer). Cards, e-wallets, UPI and cash-on-delivery are separate, each with its own clearing rails.

TOPIC

Trap

TRAP → TRUTH

- × **MISTAKE** e-business has no limitations because it is the future
- ✓ **CORRECT** Low personal touch, weak ethical/legal framework, security risks, technical incapability of users, and a trust deficit are documented limitations the NCERT explicitly lists.

TOPPER TEMPLATE · MARK-BY-MARK

Topper template 1

1 **STEP 1**
1 m

Open with a 1-line working definition of each

2 **STEP 2**
1 m

Tabulate FIVE distinguishing points: ease of formation, cost, working hours, geographical reach, personal touch

3 **STEP 3**
1 m

Close with 1-line evaluative statement: 'e-business does not replace traditional business — it AUGMENTS it.'

TOPPER TEMPLATE · MARK-BY-MARK

Topper template 2

1 **STEP 1**
1 m

Define outsourcing — contracting out non-core activity to a specialised agency

2 **STEP 2**
1 m

Define BPO with two examples

3 **STEP 3**
1 m

Define KPO with two examples

4 **STEP 4**
1 m

State THREE points of difference: nature of work, skill level, value addition

PYQ PATTERNS

Top PYQ patterns to drill

#1	Difference between e-business and traditional business (table) (5 marks)	90%
#2	Benefits / limitations of e-business (4 marks)	85%
#3	Stages of online transaction (3 marks)	75%
#4	BPO vs KPO distinction (4 marks)	70%
#5	Outsourcing	benefits + concerns (6 marks) — 65%

RECAP · MEMORISE THESE

Chapter Summary

WHAT'S NEXT

Coming Up Next



Practice now

[readyforboards.com](https://www.readyforboards.com)

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