



# E-MAIL, SOCIAL NETWORKING & E-GOVERNANCE

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## QUESTION AND ANSWER

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Q- How many people can we add in a whatsapp group?

- Old data :- 256
- New data:- 1024

Q- Founder of Amazon?

- Jeff Bezos

Q- Which symbol is used to mark a person in a whatsapp group?

- @

Q- What is the video limit for post on twitter?

- 2 min 20 sec

Q- Who is the founder of gmail?

- Paul Buchheit
- 

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Q- What is the trending symbol of twitter?

- #

Q- which of the following file type can not sent by gmail?

- ".exe"
- ".bat"

Q- How many language does UMANG app support?

- 23 languages including Hindi and English.
- Full Form :- Unified Mobile Application for New Age Governance.
- Launch Date:- 23 Nov 2017

Q- What is the maximum no of character can be used in twitting on twitter?

- 280

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**Q- First e-commerce company in India?**

- **Fabmart.com**
- **Founder name :- K. vaitheeswaran**

**Q- What is the maximum photo upload limit in facebook?**

- **Old data :- 1000 (in album)**
- **New data :- No limit**

**Q- Founder of telegram?**

- **Pavel Durov**

**Q- MDA full form?**

- **Mail Delivery Agent.**

**Q- Minimum age to open a facebook account?**

- **13 yrs.**

**Q- In which case after e-Mail happen?**

**Lower Case.**

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**Q- How many part in e-Mail address?**

- **Two part**

**Q- Maximum which size document can be added in digi locker?**

- **10 MB**

**Q- Error is called?**

- **Bug**

**Q- Founder of whatsapp**

- **Jan Koum, Brian Acton**

**Q- How many people can be added in a telegram group**

- **2 lakh**

**Q- Adhaar Card is issued by whom**

- **UIDAI-(Unique Identification Authority Of India)**

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# E-mail

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## Introduction:

Electronic mail, commonly known as email, is a method of exchanging messages over the internet.

Here are the basics of email:

1. **An email address:** This is a unique identifier for each user, typically in the format of name@domain.com.
  2. **An email client:** This is a software program used to send, receive and manage emails, such as Gmail, Outlook, or Apple Mail.
  3. **An email server:** This is a computer system responsible for storing and forwarding emails to their intended recipients.
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4. The username and the domain name are separated by @ (at) symbol.
  5. E-mail addresses are not case sensitive.
  6. Spaces are not allowed in e-mail address.

### Important Point:-

- To send e-mail = +compose
- e-mail sent in a day - 500
- e-mail sent at a time - 100
- maximum size of a email - 25 mb
- file we can attach to the e-mail - audio , video , picture , pdf, spreadsheet, ppt.
- First email sent in - 1971
- The first email was sent by computer engineer Ray Tomlinson in 1971.
- In 1972 @ (at symbol) introduced.
- Father of e-mail in india- Shiva Ayadurai.



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There are various platforms to provide e-mail services.

- GMAIL
- YAHOO
- OUTLOOK
- MSN



Structure Of Email ID:

johndoe@gmail.com

username

"at" symbol

email domain

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## Mailbox: Inbox and Outbox

**Mailbox:** contains all the email sent & received to a certain email account. It has a lot of folders which differentiate the email sent, received, junk, spam or deleted.

**Inbox:** Inbox is the place where all the incoming emails are stored .

**Outbox:** Outbox is place where all the sent data are stored until it is not fully sent.

**Draft:** It is place where messages composed but not sent and even not queued to be sent.

**Junk:** It is place where fake and spam kind of mail which contain virus, malware, spyware or do stealing data kind of activity, is stored.

**Sent Items:** It is a place where all delivered mails are listed.

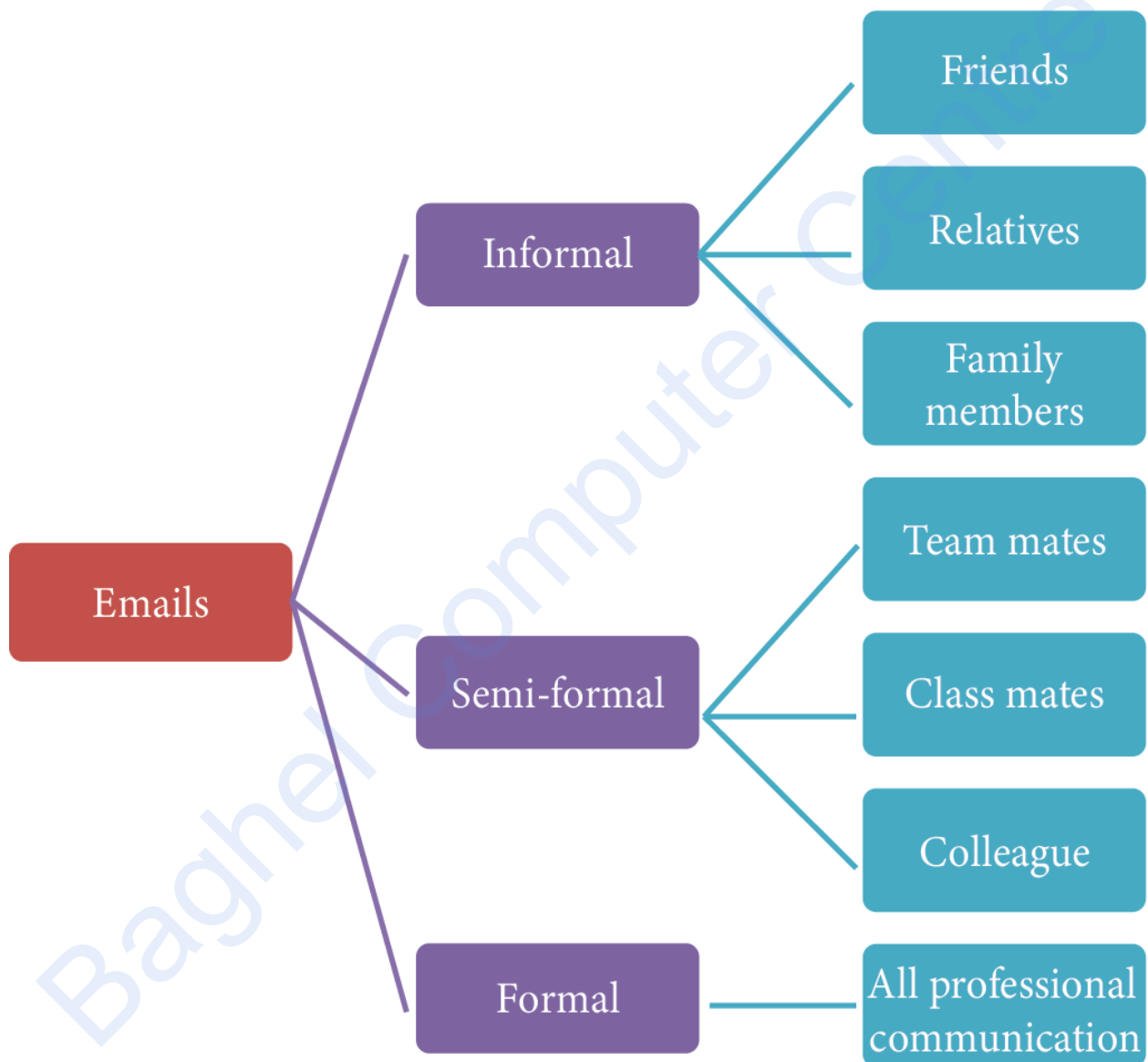
**Deleted Items:** It is the place in Mailbox where all the deleted emails are stored to which you can reuse, send, forward or print, depends.



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## Types of Email

Emails are broadly classified into three categories:



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## E-mail Format

**From:** Sender's Email ID

**To:** Recipient's Email ID

**Cc:** Other individual receiving the same mail with visible ids

**Bcc:** Other individual receiving the same mail with invisible ids

**Subject:** Title or the reason of writing mail

**Salutation:** Words like Dear, Respected, Hi etc.

**Main body:** The main content of the mail

1. Introduction
2. Matter in detail
3. Conclusion

**Closing:** Ending statement

**Attachments:** Attached files with emails

**Signature line:** Sender's name, signature, and other details of contact



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## Uses of E-mail

You can use email for the following purposes:

- It is easy to use and can be accessed easily.
- Can share information easily.
- We can send messages at any time.
- Can connect to people all over the world by sitting at your home.
- Can work with others.
- Communication can be done with many people at the same time.



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## Advantages of E-mail

- It is free of cost.
- Communication can be done globally.
- Easy access as it is available at our fingertips.
- Communication happens faster.
- Easy to store and search for past messages.
- Ability to send and receive attachments such as documents, images, and videos.
- Available 24/7.



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## Disadvantages of E-mail

- In the case of conveying long messages, it takes a lot of time.
- There are chances of getting ignored or no response in cases of emergency.
- Have to deal with unwanted messages.
- There are chances of getting the message delivered to the wrong person due to a change in email address.
- Risk of spam and phishing attacks.
- Can lead to decreased face-to-face communication and loss of personal touch.
- Technical issues, such as server outages, can disrupt email service.



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# Social Networking

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Social networking refers to the use of internet-based platforms and applications that enable individuals to connect, communicate, and share information with others, creating virtual communities and networks.



## Importance of Social Networking:

**1. Global Connectivity:** Social networking connects people globally, bridging geographical gaps.



**2. Information Sharing:** Social media quickly shares news and ideas, fostering an informed society.





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**3. Professional Networking:** LinkedIn aids career development and business growth through connections



**4. Social Support:** Online communities offer emotional support, enhancing mental well-being.

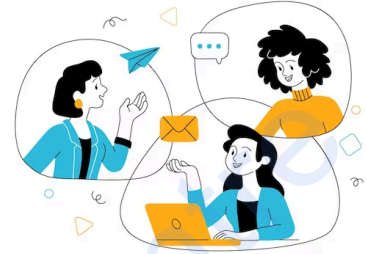
**5. Marketing and Brand Promotion:** Social media is a powerful tool for promoting products and building brand awareness.



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## Advantages of Social Networking:

**1. Enhanced Communication:**  
Chatting instantly and getting quick updates helps people connect better.



**2. Information Access:** Accessing lots of information and staying updated on what's happening around.



**3. Collaboration Opportunities:**  
Working together and coordinating projects is easier with social networks.



**4. Personal and Professional Growth:**  
Showing off skills and achievements online can lead to personal and job opportunities.



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**5. Community Building:**  
Building communities with people who share common interests or goals creates a sense of belonging.



## Disadvantages of Social Networking:



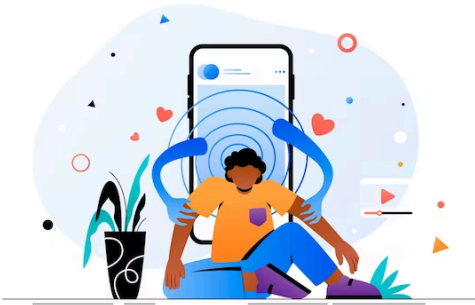
**1. Privacy Concerns:** Social media may expose personal information, raising privacy worries.

**2. Cyberbullying:** Platforms can foster online harassment, causing emotional harm.



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**3. Addiction and Distraction:**  
Excessive use may lead to  
addiction and productivity loss.



**4. Spread of Misinformation:** False  
information spreads rapidly on social  
media.



**5. Security Risks:** Hacking poses  
threats to user data security.

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## Facebook, Twitter, LinkedIn, Instagram:

- Social networking platforms like Facebook, Twitter, LinkedIn, and Instagram allow users to connect and interact with others online.
- Users can create profiles, share posts, photos, videos, and engage in discussions and networking activities.



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## Instant Messaging (WhatsApp, Facebook Messenger, Telegram):

- Instant messaging apps like **WhatsApp**, **Facebook Messenger**, and **Telegram** provide real-time communication through text, voice, and video messages.
- Users can create groups, make voice or video calls, and share media files.



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## Introduction to Blogs:

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- Blogs are online platforms where individuals or organizations can share their thoughts, opinions, or information through regular posts.
- Blogs allow readers to comment, engage, and interact with the blog author and other readers.



### Meaning:

1. **Blog:** A blog is a regularly updated online platform where an individual or a group of individuals (bloggers) share their thoughts, opinions, and information on various topics.



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**2. Blogger:** Bloggers write and publish content on their blogs, sharing their perspectives, experiences, and expertise on specific subjects.



**3. Blogging:** Blogging is the act of creating and maintaining a blog. It involves writing and publishing posts, engaging with readers, and often incorporating multimedia elements such as images and videos.

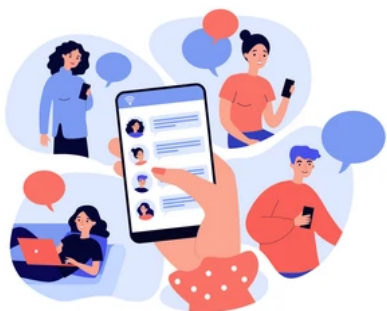
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## Importance of Blog:

**1. Expression of Ideas:** Blogs provide a platform for sharing creative thoughts and unique perspectives.



**2. Information Sharing:** Blogs disseminate valuable insights and knowledge on specific topics.

**3. Community Building:** Blogs foster community engagement through reader comments, creating a dialogue.



**4. Professional Development:** Blogs showcase expertise, contribute to personal branding, and aid career advancement.



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**5. Monetization:** Successful blogs can generate income through advertising, sponsored content, and affiliate marketing.



## Advantages of Blog:



**1. Accessibility:** Blogs offer a global platform for easy content sharing online.

**2. Cost-Effective Marketing:** Blogging helps businesses promote without high expenses.



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**3. SEO Benefits:** Regular blogs improve website visibility on search engines.



**4. Engagement:** Blogs foster community and loyalty through audience interaction.

**5. Flexibility:** Blogging allows diverse content formats for engaging posts.



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## Disadvantages of Blog:

**1. Time-Consuming:** Blogging demands time for content, comments, and technical tasks.

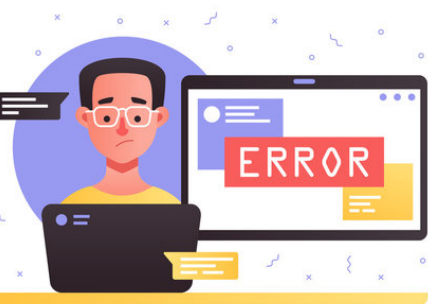


**2. Monetization Challenges:** Earning requires substantial traffic and engagement.

**3. Content Quality Concerns:** Easy publishing risks low-quality or misleading content.



**4. Technical Issues:** Maintenance and hosting problems disrupt blogging.



**5. Dependency on Platform:** Relying on platforms faces risks from policy changes or shutdowns.



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# E-commerce

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- E-commerce refers to buying and selling goods or services online.
- It involves online shopping, electronic payments, and secure transactions over the internet.
- E-commerce platforms provide a digital marketplace for businesses and consumers to interact.



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## Advantages of E-commerce:

**1. Global Reach:** Enables businesses to reach a worldwide customer base, overcoming geographical limitations.



**2. Cost Efficiency:** Reduces operational costs associated with physical stores, leading to potential savings.



**3. 24/7 Accessibility:** Allows customers to shop at any time, providing convenience and flexibility.



**4. Diverse Payment Options:** Offers various payment methods, enhancing customer convenience and expanding the target audience.



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**5. Increased Product Information:**  
Provides detailed product information, reviews, and specifications, aiding informed decision-making.

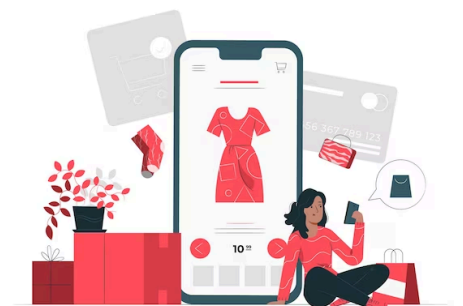


## Disadvantages of E-commerce:

**1. Security Concerns:** Risks of data breaches and fraud threaten user safety.

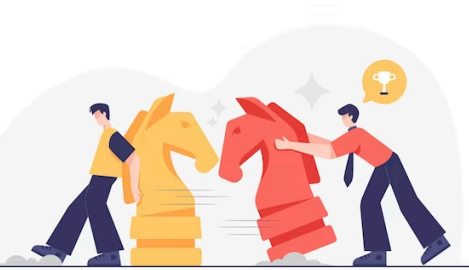


**2. Lack of Physical Interaction:**  
When customers can't physically touch or feel a product before buying, it may lead to more returns as they may not be satisfied with what they receive.



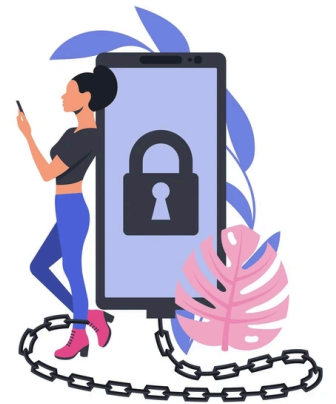
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**3. Shipping Costs and Delays: Costs and delays impact customer satisfaction.**



**4. Intensive Competition: High competition challenges new businesses.**

**5. Dependence on Technology: Technical issues disrupt the buying process.**





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## Basic term use in e - commerce:-

**1. Retail:** Selling goods directly to consumers in small quantities



**2. Wholesale:** Selling goods in large quantities to retailers or other businesses rather than individual consumers.



**3. Dropshipping:** Selling products without holding stock; third party ships directly.



**4. Crowdfunding:** Many people contribute small amounts to fund a project.



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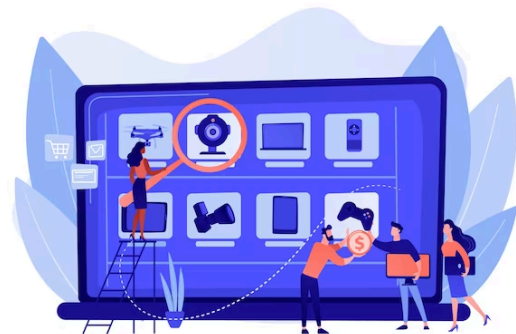
**5. Subscription:** Recurring fee for regular access to a product or service.



**6. Physical Product:** Tangible items like clothes, electronics, or furniture.



**7. Digital Product:** Electronic items like software, e-books, or online courses.



**8. Service:** Intangible offerings like consulting, cleaning, or education.



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## E-commerce model

- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)

**1. B2B (Business-to-Business):**  
Businesses selling to businesses,  
like a manufacturer providing  
materials to an assembly  
company.

ex: -alibaba.com



**2. B2C**  
(Business-to-Consumer):  
Businesses selling to consumers,  
such as an online store selling  
electronics to individuals.

Ex: flipkart



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**3. C2B (Consumer-to-Business):**  
Individuals selling to businesses, like freelancers offering services on Upwork.

Example: amul



**4. C2C (Consumer-to-Consumer):**  
Individuals selling to individuals, for example, people selling used items on eBay.

Ex: quikr, OLX



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## Netiquettes:

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- Netiquette refers to the etiquette and guidelines for polite and appropriate behavior on the internet.
- It includes respecting others' privacy, refraining from cyberbullying or trolling, using appropriate language, and being mindful of online conduct.



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## Overview of e-Governance Services:

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e-Governance services refer to the use of information technology to deliver government services to citizens electronically.

- Examples include online railway reservations, passport applications, e-hospitals, and other government-related services.
- Accessing e-Governance Services on Mobile Using "UMANG APP":



UMANG (Unified Mobile Application for New-age Governance) is a mobile app that provides access to various government services and schemes.

Users can access e-governance services, view information, and avail themselves of government benefits through a single platform.

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- **Digital Locker:**

**Digital Locker is an online service that provides a secure cloud-based platform for storing and sharing digital documents and certificates issued by government agencies.**

**It enables citizens to access their important documents anytime, anywhere.**



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## E-governance model

- Government to Citizen (G2C) initiatives.
- Government to Business (G2B) initiatives.
- Government to Government (G2G) initiatives.
- Government to Employee (G2E) initiatives.

### 1. G2C (Government-to-Citizen):

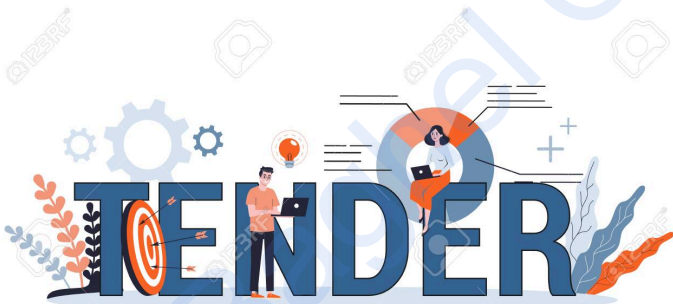
Government serves citizens online for document applications, like passports.



### 2. G2B

(Government-to-Business):

Government interacts with businesses online for permits and licenses.





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### 3. G2G

(Government-to-Government):

Government agencies share information for better coordination, like health and transportation.



### 4. G2E

(Government-to-Employee):

Government provides online services to employees, such as payroll information.

