

UNIVERSITY OF LONDON

291 0323W

FOR EXTERNAL STUDENTS (West)

B. Sc. Examination 2006

COMPUTING AND INFORMATION SYSTEMS

CIS323 E-Commerce

Duration: 2 hours 15 minutes

Date and time: Thursday 18 May 2006: 2.30 – 4.45pm

There are five questions on the paper. Please answer three questions. Full marks will be awarded for complete answers to three questions. Candidates must not attempt more than the required number of questions. Calculators are not allowed.

**THIS EXAMINATION PAPER MUST NOT BE REMOVED
FROM THE EXAMINATION ROOM**

QUESTION 1

- (a) Despite its many benefits, e-mail does have some drawbacks. One annoyance associated with e-mail is the amount of 'spam', also known as unsolicited commercial e-mail. Discuss the problems associated with spam and outline three ways of alleviating the problem of spam.

[10 Marks]

- (b) Compare the operation of the following Internet utility programs:

- (i) Finger
- (ii) Ping
- (iii) Tracert
- (iv) Telnet
- (v) Link checker

[10 Marks]

- (c) Describe the role of enterprise-class electronic commerce software and provide three examples of enterprise-class products that can be used to run large online businesses.

[5 Marks]

QUESTION 2

- (a) Discuss the process of usage-based segmentation and include in your answer an explanation of behavioural segmentation and occasion segmentation.

[5 Marks]

- (b) One goal of marketing is to create strong relationships between a company and its customers. Describe the five-stage model of customer loyalty.

[5 Marks]

- (c) Describe the process of conducting an auction and provide five examples of different types of bidding processes.

[10 Marks]

- (d) Contrast Business-to-Business auctions with a general consumer auction such as eBay.

[5 Marks]

QUESTION 3

- (a) Discuss which electronic commerce security threats exist and how a malicious party may compromise an electronic commerce business.

[25 Marks]

QUESTION 4

- (a) Discuss five advantages firms can benefit from by conducting electronic commerce.

[5 Marks]

- (b) Discuss five disadvantages faced by firms wishing to conduct electronic commerce.

[5 Marks]

- (c) Internet Protocol version 4, abbreviated IPv4. Uses a 32-bit number to identify the computers connected to the Internet. Describe how this 32-bit number is devised and how routers to manage Internet traffic using this protocol.

[5 Marks]

- (d) Discuss the purpose of electronic mail protocols and describe three protocols used to send and receive email across the Internet.

[5 Marks]

- (e) Describe the role of a markup language and explain the difference between SGML, HTML and XML mark-up languages.

[5 Marks]

QUESTION 5

- (a) Discuss the concept of a digital content revenue model and provide two real world examples of business that use such a model.

[5 Marks]

- (b) Although Advertising-Supported Revenue Models have been popular, the success of Web advertising has been hampered by two major problems. Describe these problems and provide examples of each.

[5 Marks]

- (c) Discuss of three forms of banner advertising. Your answer should also include an explanation of the process of constructing banners and banner intrusiveness.

[10 Marks]

- (d) Discuss in detail the notion of an "Effective Web Presence". Include in your answer the goals a business should achieve when creating an effective web presence.

[5 Marks]

