

UNIVERSITY OF LONDON

291 0323E

FOR EXTERNAL STUDENTS (East)

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) Discuss three broad categories of web auction sites that have emerged and explain how each type of auction operates and any other auction-related services that are provided.

[10 Marks]

- (b) Discuss how virtual communities can be used by businesses to conduct market research, promote products and services and provide customer support.

[10 Marks]

- (c) Discuss how an escrow service company is used to ensure buyer protection and provide an example of one advantage and one disadvantage of using an escrow service.

[5 Marks]

QUESTION 2

- (a) The most popular online revenue model is the Web Catalogue Model. Discuss how this model works and provide five examples of business areas suited to this model. For each area provide an example of one real world business using this model.

[10 Marks]

- (b) Describe how a business developing a branding strategy must consider each of the following:

- (i) Product differentiation
- (ii) Product relevance to the user
- (iii) Product perceived value
- (iv) Rational branding
- (v) Affiliate marketing

[10 Marks]

- (c) What are transaction costs and how do businesses wishing to conduct electronic commerce aim to reduce them?

[5 Marks]

QUESTION 3

- (a) Discuss the importance of gaining a customer's trust and loyalty. Describe five motivations of web site visitors and five goals when constructing web sites that businesses should follow to ensure trust and loyalty.

[10 Marks]

- (b) Describe 10 guidelines that a company can follow when creating a Web site using a customer-centric approach.

[10 Marks]

- (c) Compare and contrast two communication modes used by businesses to identifying and reaching customers.

[5 Marks]

QUESTION 4

- (a) It is commonly understood that 'The Internet' would not be possible without 'packet switching networks'. Why? Include in your answer an explanation of the role of TCP/IP.

[10 Marks]

- (b) What is the relationship between an IP Address, a Domain Name and a Uniform Resource Locator?

[5 Marks]

- (c) Discuss in detail the use of encryption in ensuring channel secrecy when providing customers with secure channels for communication. Include in your answer a comparison of public and private key encryption.

[10 Marks]

QUESTION 5

- (a) Discuss how a company can protect its intellectual property online.

[5 Marks]

- (b) Discuss three methods that can be used to secure client computers from attack by viruses, by ill-intentioned programs and scripts downloaded in Web pages.

[10 Marks]

- (c) Discuss how businesses can use firewalls to protect intranets and corporate servers against being attacked through the Internet.

[5 Marks]

- (d) Discuss the security measures that can be used by businesses to reduce or eliminate intellectual property theft on the Internet.

[5 Marks]

