

UNIVERSITY OF LONDON

291 0323 ZB

FOR EXTERNAL STUDENTS (East)

B. Sc. Examination 2008

COMPUTING AND INFORMATION SYSTEMS AND CREATIVE COMPUTING

2910323 E-Commerce

Duration: 2 hours 15 minutes

Date and time: Thursday 15 May 2008 : 2.30 – 4.45 pm

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*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) Compare and contrast English and Yankee auctions and define each of the following auction processes:

- Dutch auctions
- Second-price sealed-bid auctions
- Open-outcry double auctions

[ 10 Marks ]

- (b) Describe how Business-to-Business Auctions are used by businesses to reduce excess stock levels.

[ 5 Marks ]

- (c) Discuss the evolution of the development of virtual communities and explain how they can be used by businesses as a valuable source of product and research information.

[ 10 Marks ]

## QUESTION 2

(a) Compare and contrast the following categories of Electronic commerce business strategies.

- (i) Business-To-Business E-Commerce
- (ii) Business-To-Consumer E-Commerce
- (iii) Business Processes
- (iv) Consumer-To-Consumer E-Commerce
- (v) Business-To-Government E-Commerce

[ 10 Marks ]

(b) Describe how businesses wishing to conduct electronic commerce might use value chains to identify business opportunities.

[ 5 Marks ]

(c) Most companies now realize that the only way to do business effectively in other cultures is to adapt to those cultures. The phrase think globally, act locally is often used to describe this approach. Describe in detail the strategies companies may employ to address the growing international Nature of Electronic Commerce.

[ 10 Marks ]

### QUESTION 3

- (a) Explain the role of Packet-Switching Networks in the evolution of Electronic Commerce.

[ 5 Marks ]

- (b) Discuss the Protocols used to format, order, error-check electronic commerce data sent across the Internet.

[ 5 Marks ]

- (c) Define Internet Protocol version 4 and explain its role in allowing Electronic commerce users to find important information resources on the Internet.

[ 5 Marks ]

- (d) Compare and Contrast Three Markup Languages used to develop Web applications.

[ 10 Marks ]

#### QUESTION 4

(a) Compare and contrast the following Internet Connectivity Technologies:

- (i) Voice-Grade Telephone Connections
- (ii) Broadband Connections
- (iii) Leased-Line Connections
- (iv) Wireless Connections
- (v) Internet2

[ 10 Marks ]

(b) Compare and contrast three Internet Protocols used to send electronic mail.

[ 5 Marks ]

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

[ 5 Marks ]

(d) Compare and contrast product-based and customer based marketing strategies when used to promote a company's electronic commerce Web Presence. In your answer explain how these strategies utilise marketing mix theory.

[ 5 Marks ]

### QUESTION 5

- (a) Compare and contrast the following 5 Revenue Models for conducting electronic commerce. You must provide one example of a company currently using each of the revenue models.

- (i) Web Catalogue Revenue Models
- (ii) Digital Content Revenue Models
- (iii) Advertising-Supported Revenue Models
- (iv) Advertising-Subscription Mixed Revenue Models
- (v) Fee-for-Transaction Revenue Models

[ 10 Marks ]

- (b) Discuss the key issues, which must be addressed by any company wishing to create an effective web presence and describe how companies can identify web presence goals. Your answer must contain a detailed discussion on the following:

- (i) Identifying Web Presence Goals
- (ii) Website Usability
- (iii) Meeting the needs of WWW site visitors
- (iv) Trust and Loyalty
- (v) Rating Electronic Commerce websites

[ 15 Marks ]