UNIVERSITY OF LONDON

FOR EXTERNAL STUDENTS (West)

B. Sc. Examination 2005

COMPUTING AND INFORMATION SYSTEMS

CIS323 E-Commerce

Duration: 2 hours 15 minutes

Date and time:

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) The relative cost effectiveness of banner advertising is constantly being evaluated by companies. Write a detailed description of the different forms of banner advertising currently being deployed. Include in your answer an explanation of the process of constructing banners including authoring tools, formats and levels of intrusiveness.

[**10 Marks**]

(b) Compare and contrast product-based and customer-based marketing strategies in electronic commerce. Describe how the marketing mix can be used in both strategies to establishing an effective web presence.

[**10 Marks**]

(c) Discuss the key technical and non-technical issues that must be taken into consideration by any company wishing to attract customers, build loyalty and trust and establish an effective web presence.

[**5 Marks**]

QUESTION 2

(a) Compare and contrast the role of two-tier and three-tier client/server electronic commerce systems. Your answer should explain how such systems may be deployed as Internets, intranets, and extranets.

[**10 Marks**]

(b) Discuss in detail the various factors which a company must take into account when choosing a WWW server. Include in you answer a discussion of how companies would evaluate hardware and software for WWW servers offered in the market place.

[**5 Marks**]

(c) Compare and contrast three major WWW server software packages in terms of cost, functionality and support for proprietary applications and programming interfaces (APIs).

[**10 Marks**]

QUESTION 3

(a) Compare and contrast the key threats to a client computer connecting to electronic commerce WWW sites.

[**5 Marks**]

(b) Compare and contrast the key channel threats faced by those parties wishing to conduct electronic commerce.

[**5 Marks**]

(c) Compare and contrast the key threats to WWW software programs and their operation as electronic commerce solutions.

[**5 Marks**]

(d) Compare and contrast the various back-end database threats to electronic commerce WWW sites.

[**5 Marks**]

(e) The managers of a WWW site are responsible for ensuring that all possible risks to electronic commerce operations are noted in a security policy document. Briefly describe the contents of a security policy document and what it should detail.

[**5 Marks**]

QUESTION 4

(a) Discuss in detail the evolution of Electronic Data Interchange (EDI). As well as describing its history your answer should include a description of how it works, and why businesses are using Open EDI communications between suppliers and customers.

[**10 Marks**]

(b) Compare and contrast auction sites in terms of bidding processes, market segment and the different types of auction used by companies to conduct electronic commerce.

[**10 Marks**]

(c) Graphics, plug-ins, and e-mail attachments are the most common method for spreading viruses and malicious programs. Explain how these technologies are used to spread security problems.

[**5 Marks**]

QUESTION 5

(a) Describe how virtual communities maybe used by companies to help promote products and services and provide support to customers. Include in your answer a discussion of the notion of an intangible asset called stickiness.

[**10 Marks**]

(b) Product differentiation, relevance to the user and perceived value are critical elements of branding strategy. Compare and contrast each of these elements and suggest how the techniques of rational branding and affiliate marketing may be used to promote a business brand on the Web.

[**5 Marks**]

(c) The relative cost effectiveness of banner advertising is constantly being evaluated by companies. Write a detailed description of the different forms of banner advertising currently being deployed. Include in your answer an explanation of the process of constructing banners including authoring tools, formats and levels of intrusiveness.

[**10 Marks**]