

UNIVERSITY OF LONDON

291 0323 ZA

FOR EXTERNAL STUDENTS (West)

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

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 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) Fee-for-Transaction Revenue Models
- (ii) Fee-for-Service Revenue Models
- (iii) Fee-for-Transaction Revenue Models
- (iv) Advertising-Subscription Mixed Revenue Models
- (v) Web Catalogue Revenue Models

[10 Marks]

- (b) Discuss three ways of measuring WWW site effectiveness.

[5 Marks]

- (c) Discuss seven features of the Consumer-Centric website design approach and provide examples of three websites you feel demonstrate this concept of design.

[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) Describe the practice of Market Segmentation on the web and discuss three forms it can take.

[10 Marks]

- (b) Describe in detail methods for protecting intellectual property online. Include in your answer a discussion of property protection software, hostname blocking and the use of proxy servers.

[5 Marks]

- (c) Describe the importance of a business understanding consumer Relationship Intensity and describe the five stage model of Consumer Loyalty discussed in the course. Provide an example of the application of the five stage model to a technology you have used.

[10 Marks]

QUESTION 4

- (a) Compare and contrast Banner advertizing, Site Sponsorship and Email Marketing as approaches to Advertising on the web.

[10 Marks]

- (b) Discuss the importance of creating and maintaining brands on the web. Include in your answer a detailed explanation of the elements of branding and compare Emotional Branding and Rational Branding.

[10 Marks]

- (c) Compare and contrast Affiliate Marketing Strategies with Viral Marketing Strategies.

[5 Marks]

QUESTION 5

(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]