
2910323 E-commerce

Examination paper: Zone A

Time allowed: two hours and fifteen minutes

There are five questions on this paper. 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.

QUESTION 1

- (a) Discuss the major developments and milestones in the evolution of the Internet and the World Wide Web.

[10 Marks]

- (b) Briefly compare and contrast the roles of five Internet protocols other than TCP/IP.

[5 Marks]

- (c) Describe in detail the role and evolution of markup languages used in Electronic Commerce. Your answer should include a discussion of which languages are used today and which tools are used to develop software applications with them.

[10 Marks]

QUESTION 2

- (a) Explain the key factors that will determine which kind of electronic commerce software is best suited to a company and provide a description of the main components of an electronic commerce solution.

[10 Marks]

- (b) Compare and contrast the following Revenue Models:

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

[15 Marks]

QUESTION 3

- (a) Describe the differences in the ways in which companies are using behavioural segmentation, usage-based market segmentation and the Five-stage Model of Customer Loyalty to understand user experiences when interacting with websites.

[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) Discuss the importance of Search Engine Positioning, Domain Names, Affiliate Marketing and Viral Marketing Strategies in the overall marketing strategy of a company wishing to conduct Electronic Commerce.

[10 Marks]

QUESTION 4

- (a) Describe three web site and Internet utility programs used in electronic commerce.

[5 Marks]

- (b) Encryption is the coding of information by using a mathematically based program. Describe three encryptions algorithms used in electronic commerce.

[5 Marks]

- (c) Compare and contrast the features of electronic commerce software designed for small, mid-size and large businesses.

[15 Marks]

QUESTION 5

- (a) One of the largest growth areas in electronic commerce has been that of online auctions. Describe four different types of online auction and outline the related services often used by such action sites.

[10 Marks]

- (b) Compare advertising-supported, mixed-revenue and internal web portals.

[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]