

THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

**UNIVERSITY OF LONDON**

**291 0323 ZB**

**BSc Examination**  
for External Students

**COMPUTING AND INFORMATION SYSTEMS AND  
CREATIVE COMPUTING**

**Electronic Commerce**

**Dateline:** Wednesday 20 May 2009 : 10.00 – 12.15 pm

**Duration:** 2 hours 15 minutes

There are five questions on this examination paper. Candidates should answer **THREE** questions. Full marks will be awarded for complete answers to **THREE** questions. Candidates must not attempt more than the required number of question.

Calculators are not allowed.

### **QUESTION 1**

- (a) Using the following categories of E-business strategies provide a real world example of a company undertaking each strategy (five Companies in total) and an explanation of how it executes the strategy on-line.

- (i) Business-To-Business E-Commerce
- (ii) Business-To-Consumer E-Commerce
- (iii) Consumer-To-Consumer E-Commerce
- (iv) Business-To-Government E-Commerce
- (v) Fee-for-Transaction

[ 10 Marks ]

- (b) Using a real world example of a business, detail its value chain for producing its main product or service and describe how this business might use knowledge of its value chain and e-business technologies to identify new 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 2

- (a) We are currently in the second wave of electronic commerce. Describe the major characteristics of each wave and using two real world examples of businesses, compare and contrast one business from what you consider to be the first wave of electronic commerce with one you consider to be from the second wave.

[ 5 Marks ]

- (b) Discuss in detail how electronic commerce is being used to optimise traditional commerce activities thereby increasing the effectiveness and efficiency of businesses. Include in your answer the two advantages and two disadvantages of using electronic commerce and the key issues associated with using the Internet for international electronic commerce.

[ 10 Marks ]

- (c) Describe in detail the notion of an “Effective Web Presence”. Include in your answer the broad objectives that an organisation should aim to meet and the goals a business should achieve when creating an effective web presence.

[ 10 Marks ]

### **QUESTION 3**

- (a) Provide a real world example of a company using product differentiation, a company using relevance to the user and a company using perceived value as part of defining their branding strategy. Following this suggest how the techniques of rational branding and affiliate marketing may be used to promote a business brand on the Web

[ 10 Marks ]

- (b) 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 ]

- (c) Discuss the usage of virtual communities as technologies for adding Stickiness to web sites.

[ 10 Marks ]

#### **QUESTION 4**

- (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 in identifying and reaching customers.

[ 5 Marks ]

### **QUESTION 5**

- (a) Discuss the concept of a digital content revenue model and provide two real world examples of business that use such a model.

[ 5 Marks ]

- (b) Although Advertising-Supported Revenue Models have been popular, the success of Web advertising has been hampered by two major problems. Describe these problems and provide examples of each.

[ 5 Marks ]

- (c) Discuss of three forms of banner advertising. Your answer should also include an explanation of the process of constructing banners and banner intrusiveness.

[ 10 Marks ]

- (d) Discuss three web site and internet utility programs used in electronic commerce.

[ 5 Marks ]