

Assignment A01

- a) What is a business model as defined in the lecture? (1 point)
 - b) Name and briefly describe three basic categories of Business Models on the Web as presented in the lecture. (6 points)
 - c) Give an example for a website, which combines at least two of the presented business models, and name these business models. (1 point)
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Assignment A02

- a) Briefly describe the Brokerage Model as presented in the lecture. (1 point)
- b) Which two kinds of variations of the formula for fees/commissions for transactions were presented in the lecture? (2 point)
- c) Briefly describe “Auction Broker” and “Transaction Broker” as two Variations of the Brokerage Model. Furthermore, give one example for each of those two variations. (4 points)
- d) How would you avoid that the two parties circumvent the broker as soon as the contact between those is established? (1 point)

Assignment A03

- a) Briefly describe the Merchant Model. (1 point)
 - b) What is the difference to the Brokerage Model? (1 point)
 - c) Briefly describe “Virtual Merchant” and “Bit Vendor” as two Variations of the Merchant Model. Furthermore, give one example for each of those two variations. (4 points)
 - d) Briefly describe the so-called “Long Tail” in the context of the Merchant Model. (1 point)
 - e) Why it is easier for internet companies to exploit the Long Tail theory than for traditional retailers? (1 point)
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Assignment A04

- a) Briefly describe the Advertising Model. (1 point)
- b) Under which circumstances does the Advertising Model work best? (2 points)
- c) Briefly describe “Portal” and “Query-based Paid Placement” as two variations of the Advertising Model. Furthermore, give one example for each of those two variations. (4 points)
- d) Why does the advertising model work better for Google than for Facebook? (1 point)

Assignment A05

- a) Briefly describe the Subscription Model. (1 point)
 - b) Briefly describe “Content Services” and “Person-to-Person Networking Services” as two variations of the Subscription Model. Furthermore, give one example for each of those two variations. (4 points)
 - c) Briefly explain the Freemium Model. What is the motivation for using the Freemium model? (2 points)
 - d) Which business model is frequently combined with the Subscription model (and in particular with the Freemium model), and how? (1 point)
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Assignment A06

- a) Briefly describe the Manufacturer (Direct) Model. (1 point)
- b) Name the three advantages of the Manufacturer (Direct) Model compared to indirect distribution channels as presented in the lecture. (3 points)
- c) Briefly describe “Purchase” and “Lease” as two variations of the Manufacturer Model. Furthermore, give one example for each of those two variations. (4 points)

Assignment A07

- a) Briefly describe the Community Model. (1 point)
 - b) How does the Community Model can generate revenue in general? (1 point)
 - c) Briefly describe “Open Source” and “Social Networking Services” as two variations of the Community Model. Furthermore, give one example for each of those two variations and briefly describe how those concrete examples generate revenue. (6 points)
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Assignment A08

- a) Briefly describe the Affiliate Model. (1 point)
- b) Name and briefly describe the two variations of the Affiliate Model. (4 points)
- c) Briefly describe the Utility Model. (1 point)
- d) What is the difference between the Utility Model and the Subscriber Model? (1 point)
- e) Briefly describe the Infomediary Model. (1 point)