UNIVERSITY OF LONDON   **CO3323 ZA**

BSc Examination

COMPUTING AND INFORMATION SYSTEMS, CREATIVE COMPUTING AND COMBINED DEGREE SCHEME

Electronic Commerce

Wednesday 2 May 2018: 14.30 – 16.45

Time allowed: 2 hours and 15 minutes

There are **FIVE** questions on this paper. Candidates should answer **THREE** questions. All questions carry equal marks, and full marks can be obtained for complete answers to a total of **THREE** questions. The marks for each part of a question are indicated at the end of the part in [.] brackets.

Only your first **THREE** answers, in the order that they appear in your answer book, will be marked.

There are 75 marks available on this paper.

No calculators should be used.

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Question 1   Scenario: Suzie Kendell Designers

Suzie Kendell Designers are a couture clothes design house based in East London. They specialize in making boutique, one-off dresses and accessories for fashion shows, weddings and awards evenings. Their clothes are high-fashion and very expensive.

Recently, Suzie Kendell was approached by an investment fund team who proposed to make a large investment in the business so that it could create ready to wear, high street versions for some of her clothes.

These new clothes would be sold under a new clothes label SK1 and would be marketed on the web via a new e-commerce presence.

SK1 clothes will be made in Indian and Asian factories and shipped all round the world.

As SK1 clothes will be made in Indian and Asian factories and sold online, it will be crucial that Suzie Kendell Designers understand the value chains involved to operate effectively and efficiently.

For this question, you must use the information provided in the scenario above.

(a) Provide a detailed discussion of **FIVE** characteristics that the new Suzie Kendell Designers e-commerce presence will need to incorporate to become an effective web presence. Include in your answer a discussion of how each characteristic could be implemented in the design.

Up to three marks will be awarded for each transaction cost discussed with reference to the scenario above. [15]

(b) For a business like Suzie Kendell Designers manufacturing new dresses, describe a typical value chain from the manufacturing process through to the shipping process for SK1. Then draw and describe an appropriate industry value chain for this industry.

Up to five marks will be awarded for a description of a typical value chain for SK1 and up to a further five marks will be awarded for drawing the industry value chain. [10]

Question 2   Scenario: K Loves Kats

Established in 2014, K Loves Kats is a supplier of pet food and accessories for cats. Specialising in providing organic cat food and accessories to keep cats healthy it has been very successful and both its high-street store and online business are doing incredibly well.

K Loves Kats now wants to begin supplying apps and creating an online virtual community for people with cats. The apps will provide advice and entertainment for cat owners whilst the virtual community will be a place where members can share their experience and advice.

For this question, you must use the information provided in the scenario above.

(a) Using the information in the scenario K Loves Kats, draft a proposal for a new mobile app. The proposal will need to include the **FIVE** following parts:

    i. A description of the app and why it is needed;

    ii. A business process diagram explaining why it works;

    iii. A user interface diagram showing the main functions and how they will be laid out;

    iv. A revenue model for the app;

    v. An overview of a marketing strategy to publicise the app.

Up to three marks will be awarded for each part of the proposal.   [15]

(b) Describe **FIVE** different ways K Loves Kats could use a virtual community to increase the stickiness of its website and gain information about new apps to create.

Up to two marks will be awarded for a description of each way in which the virtual community may be used.   [10]

Question 3   Scenario: Spice online magazine

Spice is an online magazine which presents a range of stories on all aspects of men's lifestyles. From fashion through to politics, Spice covers it all. Its readers and subscribers pay a small monthly charge to get access to advertising-free content.

Spice contributors come from all walks of life and writers include both professional journalists and the general public.

Spice also has several forums where its readers can start discussions and leave their opinions and comments.

At a recent management meeting, it was suggested that Spice should embrace video in a big way. One of the management team is certain that video forums would be a great attraction and would encourage growth in the subscriber base. Another member of the management team believes that the best approach would be to launch an extensive Google AdWords and banner advertising campaign.

For this question, you must use the information provided in the scenario above.

(a) Compare and contrast **THREE** ways in which Spice could use video forums to increase its subscriber base. For each method you describe, explain why and how it will attract new subscribers to Spice.

Up to five marks will be awarded for each description of how Spice could use forums video.   [15]

(b) Describe how Spice could use AdWords and a banner advertising campaign to attract new subscribers to Spice. For each method, provide an effective example for the Spice online magazine management team.

Up to five marks will be awarded for a description of each method and example.   [10]

Question 4   Market segmentation

Market segmentation can be used to inform the design and range of a mobile app's features so that its functionality can be customized and presented in different ways to different target groups of users with different needs. Explain the process of market segmentation for a mobile app providing advice on health care and wellbeing by comparing **THREE** different target groups of users for the app. Following this provide **THREE** feature sets of **FIVE** unique features that are appropriate for each targeted group of users you identified.

One mark will be awarded for a description of market segmentation. Up to three marks will be awarded for each targeted group of users described. Up to five marks will be awarded for each feature set decribed.   [25]

Question 5   Scenario: Dimensions of e-commerce security

(a) The **SIX** dimensions of e-commerce security are Integrity, Nonrepudiation, Authenticity, Confidentiality, Privacy and Availability. It is crucial that any company wishing to manage its suite of IT systems successfully must understand the nature and effects of each dimension. Using examples, describe **FIVE** dimensions and explain what the effect of a breach might be.

Up to three marks will be awarded for each description and example.   [15]

(b) Compare and contrast digital certificates and encryption technologies as methods to protect client computers from misuse and breaches. Your answer must include how each approach protects the client computer, and what might happen if they are omitted from the computer setup.   [10]

END OF PAPER