

# EXAM QUESTIONS

## E-BUSINESS 2004, 18.9.2004

Answer **four** of these five questions. Each question will be awarded 0-10 points, thus the maximum number of points is 40 p. Answer each question on a separate sheet, and also fill in your name and matriculation number on each sheet.

### Question 1.

E-business was a very hot topic around 1999-2000 and a lot of start-up "dot.com" companies received a lot of funding. Most of these ventures failed. Discuss the possible reasons for this.

### Question 2.

Discuss the concept of reverse logistics. Do you think that one reason why customers have been unwilling to buy goods from on-line only stores might be that they doubt that they have reliable reverse logistics procedures?

### Question 3.

Based on Turban 2004 please list and briefly describe online market research methods and discuss (in more length) their limitations.

### Question 4.

Creating a separate online company.

You are working for a well established company, which is now considering going on-line. One option is to set up the needed procedures within the already established company. Another option is to create a separate on-line company. In your opinion, what are the advantages and disadvantages of creating a separate on-line company in this specific case?

### Question 5.

Define shortly (one to two sentences each) the following abbreviation or concepts:

- E-tailing
- Collaborative filtering
- Name your price
- Permission advertising
- Forward Auction
- Revenue model
- WAP
- EDIFACT
- Public key
- Trust verification site