

EXAM QUESTIONS

E-BUSINESS 2005, 09.04.2005

Answer **four** of these five questions. Each question will be awarded 0-10 points, thus the maximum number of points is 40 p.

Important!

Answer each question on a separate sheet, and also fill in your name, matriculation number and course number on each sheet. The course number is: 2554 (inform. system, entrepreneurship, Pafis and all exchange students), 23014 (marketing), 3857 (logistics).

- 1) Auctions are old business models also used in electronic commerce. Define electronic auctions. Describe the main types of auctions, their characteristics, pricing models and the benefits and limitations of e-auctions. Give examples.
- 2) E-commerce is a challenge for any company of any size, but in your opinion, what should small- and medium-sized businesses in particular, discuss internally before they decide to implement e-commerce solutions?
- 3) Describe the major payment methods for electronic markets and the actors that may be involved. Since secure e-payment is a crucial factor for successful e-business, discuss security issues and problems and give examples.
- 4) Number and describe online advertising methods and discuss their limitations.
- 5) Your company (operating in grocery retailing) is considering setting up an e-tailing store. Which issues should it consider in terms of its fulfilment logistics (towards its consumers)?