

Exam in: E-business

Course code: 2554 and 23014

Date: 16.3.11

Examiner: Turid Hedlund

Duration: 4 h

Help aids: --

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 you name, matriculation number and course number on each sheet.

The course number is:

2554 (inform. system, management and organisation, entrepreneurship, Pafis),

23014 (marketing),

Exchange students please choose the code according to your registration / preference /need.

1. Discuss how auctions can be used as a procurement method in B2B e-commerce.
2. Discuss advantages and disadvantages of E-commerce for small businesses. Use examples.
3. Discuss what types of value can be experienced by mobile commerce customers and how these can be conveyed in marketing m-services.
4. Explain what trust is and discuss how online companies can enhance customers' trust towards their web site.
5. Define and describe the following concepts, also provide examples

Multichannel business model

E-learning

