

Exam in: E-business

Course code: 2554 and 23014

Date: 24.5.2012

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. Using the Internet involves both legal and ethical issues. Discuss a person's right to privacy versus the need to collect information about people and customers in e-business.
2. Discuss advantages and disadvantages of E-commerce for small businesses. Use examples
3. Discuss the key drivers and major inhibitors of mobile micropayment (such as paying for parking, tickets, car wash, vending machines) both from the organizations perspective (receiving the payment) and the end-users perspective.
4. Discuss the four types of online creative consumer communities of Kozinets et al. article (The Wisdom of Consumer Crowds), and how these communities change the way innovations emerge. (10 p.)

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5. Discuss the rise of mass social media and how this changes the way marketers and consumers act. Give an example of a social media marketing campaign that you believe is an example of this change, argue why it's an example. (10 p.)