

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

SUMMER EXAMINATIONS 2000

THIRD COMMERCE EXAMINATION

ELECTRONIC COMMERCE (MS 308)

Professor R. O'Callaghan

Professor J. F. Collins

Dr. W. Golden

Time Allowed: TWO HOURS

Candidates are required to answer THREE Questions

All questions carry EQUAL marks

Question 1

Electronic commerce and in particular, Web based technologies, will have a dramatic impact on business-to-business transactions.

Discuss this statement. Where appropriate use case studies to support your arguments.

Question 2.

Is Electronic commerce a fad or does it represent a fundamental shift in the way business will be conducted?

Discuss this statement. In answering the question you should examine the main forces fuelling e-commerce and whether they are likely to continue to have an impact over time.

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Question 3.

Electronic commerce will have a dramatic impact on service industries.

Discuss this statement. You should, where possible, use appropriate case studies to support your answer.

Question 4.

The owner of a hostel in Co. Galway has decided that she needs to place the hostel on the Web. She has asked you to prepare a report, which outlines and discusses the main elements, that you believe should be contained within an electronic commerce strategic plan for this organisation.

You are required to write the report.

Question 5.

In designing web pages it is easier to design bad web pages rather than good ones.

Discuss this statement. In your answer you should outline some of the common mistakes made in web page design and suggest ways in which these can be avoided.