

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

SUMMER EXAMINATIONS 2001

MASTER OF BUSINESS STUDIES (ELECTRONIC COMMERCE) (MS 513)

ELECTRONIC COMMERCE STRATEGY

Professor R. O'Callaghan

Professor J. F. Collins

Dr. W. Golden

Time Allowed: THREE Hours

Candidates are required to answer FOUR Questions

All questions carry EQUAL marks

Question 1

“... On the Internet of the late 1990's, electronic community is primary, and electronic commerce must be fitted within this established context.” (Clarke, 1999)

Critically evaluate this statement. In your answer you should outline the main benefits and problems with on-line communities.

Question 2.

“Electronic Commerce is a new means of doing business and as such requires new business models.”

Critically evaluate this statement. In your answer you should outline and discuss some of the new business models for e-commerce that have been proposed in the literature.

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Question 3.

Electronic commerce will dramatically change business to consumer relationships and interactions.

Discuss this statement. You should support your arguments with case studies from relevant business to consumer industries.

Question 4.

Electronic commerce will change the relative efficiencies of different market mechanisms.

Discuss this statement. As part of your answer you should discuss new and emerging market mechanisms such as on-line marketplaces and on-line auctions.

Question 5.

Outline and critically evaluate the literature on e-commerce strategy implementation that you have studied.

Question 6.

“Mobile commerce offers new opportunities and additional challenges to those posed by traditional Internet based electronic commerce.”

Discuss this statement.