

**Ollscoil na hÉireann, Gaillimh**

**National University of Ireland, Galway**

**SUMMER EXAMINATIONS 2002**

**THIRD COMMERCE EXAMINATION – (MS 308)**

**DIPLOMA IN SYSTEMS ANALYSIS (INTERNET AND MULTIMEDIA) –(MS 883)**

## **ELECTRONIC COMMERCE**

**Professor B. O'Keefe**

**Professor J. F. Collins**

**Mr. M. Hughes**

**Time Allowed: TWO HOURS**

**Candidates are required to answer THREE Questions**

**All questions carry EQUAL marks**

### **Question 1**

“One of the most exciting opportunities presented by electronic commerce technologies is their ability to revolutionise inter-organisational communications.”

Discuss the impact of Electronic Commerce on the Business-to-Business (B2B) environment using case studies to support your answer where appropriate.

### **Question 2.**

Catalogue retailing is a proven retail business model that ranges from pure mail order to a physical over the counter service where customers first select goods from the catalogue.

Discuss the implication of the E-Commerce for retailing.

**20 Marks**

Analyse the likely impacts of E-Commerce for companies who have traditionally relied on the catalogue model.

**13.33 Marks**

**Please Turn Over the Page**

### Question 3.

Good web site design is an essential ingredient for increasing surfer to buyer conversion rates.

Discuss the importance of web site usability highlighting common errors, way in which they can be avoided and current research in this field.

**20 Marks**

Discuss the statement above in relation to web usability supporting your answer with strategies for increasing conversion rates.

**13.33 Marks**

### Question 4.

In order for cyber-retailing to achieve its true potential new and more robust payment mechanisms will need to be developed.

Discuss this statement outlining current and proposed payment systems for the Internet.

### Question 5.

EdCo is a small publication and schools supplies company based in Galway City. The Managing Director has decided that she wants to investigate the potential to use a Web site for the business and 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.