

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

AUTUMN 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

“Electronic Commerce has gone from boom to bust.”

Discuss this statement. In answering this question critically evaluate the future role of electronic commerce.

Question 2.

“Developments in electronic commerce have enabled a new mode of service delivery, which has greatly enhanced the business-to-customer relationship.”

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

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Question 3.

Strategy development is centrally important to business survival and success. Analyse and discuss how traditional management frameworks have been used/modified to develop strategies for electronic commerce.

Question 4.

“Transaction and network security are fundamentally important to the success of electronic commerce.”

Discuss this statement paying particular regard to recent developments in this area.

Question 5.

Patricia Flynn owns a successful auctioneering firm in Galway city. Recently she has decided to develop a web site for the firm. Outline the advice that you would give to Patricia in terms of website usability.