

*Ollscoil na hÉireann, Gaillimh*  
*National University of Ireland, Galway*

**Semester II Examinations, 2004/2005**

Exam Code(s)	3BC1, 4BC2, 4BC3, 4BC4, 1DB1, 1BD2, 2BF1
Exam(s)	3 <sup>rd</sup> Year B. Commerce, 4 <sup>th</sup> Year B. Commerce Higher Diploma in Business Studies Higher Diploma in Systems Analysis (Internet & Multimedia) 2 <sup>nd</sup> Year Bsc. Business Information Systems
Module Code(s)	MS308 MS883 – Higher Diploma in Systems Analysis (Internet & Multimedia)
Module(s)	Electronic Commerce (MS308, MS883) E. Business (MS212)
Paper No.	1
Repeat Paper	Special Paper
External Examiner(s)	Professor G. Philip
Internal Examiner(s)	Professor Seamus Collins Dr. William Golden

**Instructions:** Candidates are required to answer **THREE** questions in total, each carrying equal marks.

Duration 2 Hrs  
 No. of Answer books                     

**Requirements:**

Handout                       
 MCQ                       
 Statistical Tables                       
 Graph Paper                       
 Log Graph Paper                       
 Other Material                     

No. of Pages                       
 Department(s) Accountancy and Finance

### **Question 1**

The owner of a small hotel in Connemara is unhappy with the results that have been achieved to date from the hotel's basic "brochureware" website which has been live since 2001. She is convinced that with a bit of thought and effort a much better site could be designed and created. She has asked you to prepare a report advising her about the things she needs to consider when redesigning the website.

You are required to prepare the report. In the report you should outline the key elements in the development of a successful website. As part of the report you should also provide advice on how the website might be marketed more effectively in future.

### **Question 2**

The managing director of a large-sized electronic component manufacturing firm is concerned that his firm's current non use of electronic marketplaces could be putting the company at a competitive disadvantage. He has asked you to prepare a report on electronic marketplaces.

You are required to prepare the report. In the report you should outline the different possible types of electronic marketplaces appropriate for this firm, the different ways that e-marketplaces work, and the role electronic marketplaces are likely to have in the future in the electronic component manufacturing sector.

### **Question 3**

E-commerce is profoundly changing service-based retail industries.

Discuss this statement. In your answer you should focus your discussion on three service-based retail industries that you have studied. Your answer should be supported with appropriate case studies.

### **Question 4**

Electronic commerce strategy formulation incorporates four states – initiation, formulation, implementation and assessment

Outline and discuss the main components of the first two stages of electronic commerce strategy formulation – initiation and formulation.

### **Question 5**

The owner-manager of a medium sized enterprise has become increasingly concerned with respect to the security of the firm's e-commerce solution. He is particularly concerned given that the firm runs the company's e-commerce enabled web site from a server which is kept on-site at the firm's headquarters. The decision to have it on-site

was made so as to enable access to real time data from the internal systems of the company.

He has asked you to prepare a report with respect to security. Your report should focus on the following:

- Types of security threats the company might have to face with respect to its e-commerce solution
- The cornerstones of a good security policy
- Network security options the company should consider
- Transaction security options the company should consider

You are required to write the report.