

**CORK INSTITUTE OF TECHNOLOGY
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ**

Autumn Examination 2010

Module Title: eBusiness Fundamentals

Module Code: COMP7007

School: Computing and Mathematics

Programme Title: BSc in Information Technology Support
BSc in Computing
BSc (Honours) in IT Management

Programme Code: KITSU_7_Y3
KITSE_7_Y3
KCOMP_7_Y3
KCOME_7_Y3
KITM_8

External Examiner(s): Mr. Killian Deasy
Internal Examiner(s): Ms. Cliona McGuane

Instructions: Answer Q1 and two other questions.
Q1 is worth 40%, all other questions are worth 30% each.
Expand each answer, bullet points are not sufficient.

Duration: 2 hours

Sitting: Autumn 2010

Requirements for this examination: None.

Note to Candidates: Please check the Programme Title and the Module Title to ensure that you have received the correct examination paper.
If in doubt please contact an Invigilator.

Q1. (40 marks)

Fabric & Colour is an SME (small to medium enterprise) providing upholstery and specialist paint services to commercial and private clients in Munster. F&C offer specialist paint effects for private and commercial interiors with projects ranging from childrens' bedrooms to hotel reception areas. F&C pride themselves on being willing to work to any reasonable budget.

For commercial clients, F&C facilitate a company's branding by adding the client's logo to fabric for upholstery of furniture and to carpets. They work with many private and commercial interior designers as well as directly with corporate clients.

F&C's staff members are sorted into departments: Sales, Marketing, Design, and Fit-out services supported by administrative and IT staff members.

The owner of F&C has acquired the URL www.irishinteriors.ie and wishes to proceed in developing an online presence. The aim of the website will be to create a larger customer base and expand its marketplace outside of Munster. The owner has asked you for some advice.

1. Describe the minimum contents the website should include.
2. Recommend whether or not there should be separate B2C and B2B sections in the website? How might these sections differ in functionality and atmosphere?
3. Once launched, describe two ways the website can contribute to the business' expansion out of Munster?
4. It may be necessary to hire new staff and/or outsource some jobs related to the website. List the missing skills, and suggest whether these skills should be acquired through new employees, professional contractors or outsourcing.

Q2. (30 marks)

a) (20 marks)

List and describe four reasons why a customer might abandon a transaction before completion.

For each reason, suggest how it may be rectified.

b) (10 marks)

B2C retail websites operating within EU are subject to the same consumer protection laws as all distance sellers in the EU. Describe four of these consumer laws.

Q3. (30 marks)

a) (12 marks)

Describe three revenue models common to eBusiness.

Provide one example of a business that has adopted each particular revenue model.

b) (6 marks)

The following screen shot shows the trend for the keyword “zoo ireland” in year 2008.

Comment on the trend

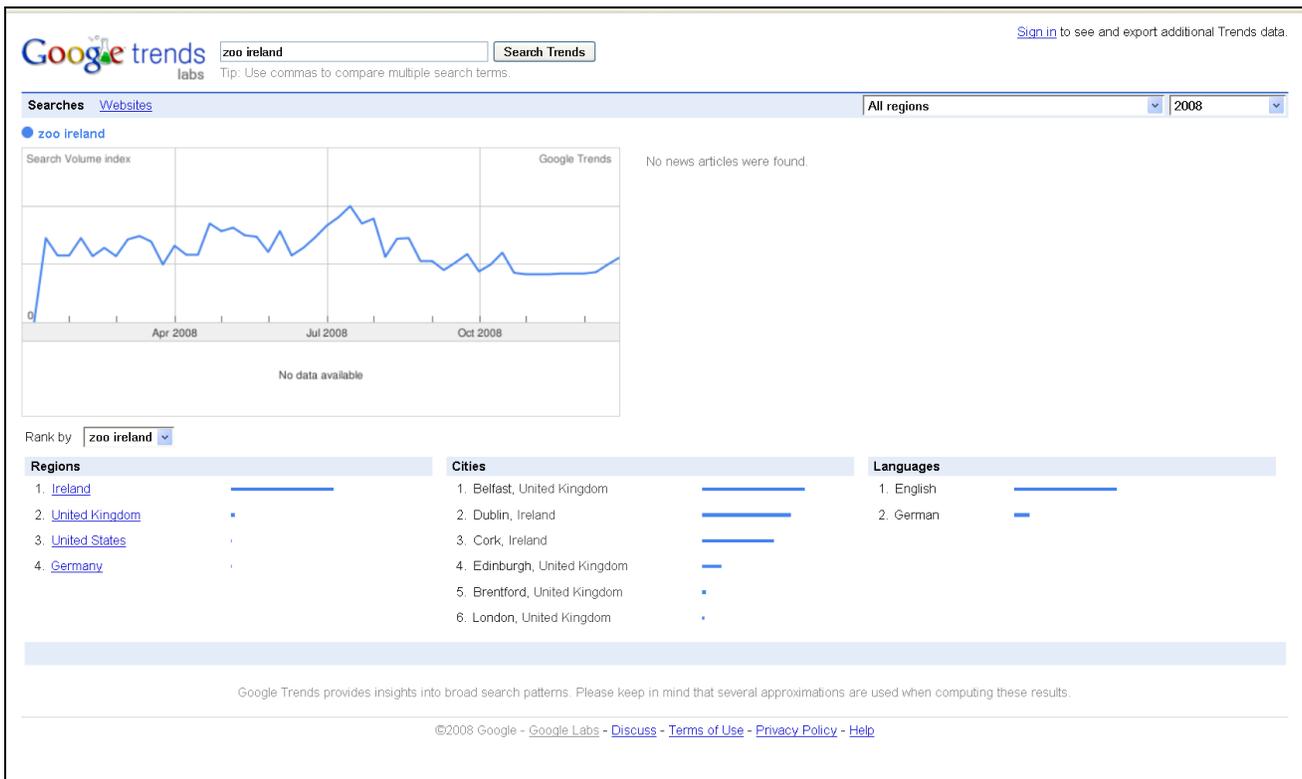


Figure 1: Google Trends for “zoo Ireland” accessed on 16th October 2009

c) (6 marks)

The following screenshot shows the keyword density for the homepage of Fota Wildlife Park represented as a cloud. Analyse and comment on the keyword density.



d) (6 marks)

Explain the significance of a website's bounce rate.

Q4. (30 marks)

Figures 1 and 2 show screenshots from www.bbeshop.com

Using these screenshots:

1. Identify its online value proposition (OVP) from Figure 1.
2. Identify the calls to action on the product page Figure 2.
3. In what ways does it conform to the accepted norms of web layout and design established by eCommerce giants such as Amazon?
4. Suggest ways in which the BBC could implement cross-selling?
5. How is the BBC shop website creating trust between BBC Shop and the customer?

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Figure 1: bbcshop.com (accessed October 16th 2009)

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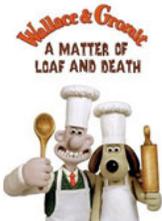
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 **RRP £14.67**

Our Price £10.49

Release date: 23/03/2009

Availability: Usually despatched in one working day

Quantity:

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Description **Product Info** **Write a Review** **Read Reviews** **Tell a Friend**

Wallace and Gromit have opened a new bakery business - Top Bun - but a deadly murderer is targeting all the bakers in town. Wallace couldn't care - he's found true love in the shape of Piella Bakewell, former star of the Bake-O-Lite bread commercials. Can Gromit discover the identity of the Cereal Killer before Wallace becomes the next victim?

Figure 2: Product page (accessed 16th October 2009)