

**COMP 722 E-commerce      Fall 2006**

**Written Assignment 2**

Due in the digital drop box by Mon., Sept. 11, 11:00 PM

1. Contrast the value propositions of the different B2B business models.
2. Summarize the main e-commerce revenue models. For each model, identify the B2C business model (see Table 2.3) that provides the best example for the use of that revenue model and explain why the revenue model is particularly appropriate for that business model.
3. The text identifies five forces that characterize an industry's structure. It also identifies seven unique features of e-commerce technology, two of which are ubiquity and universal standards. Explain the impact of these two features on each of the five forces.
4. How does e-commerce impact an industry value chain? How does it impact a firm value chain?

For each question, write about a half page single-spaced, 12 point. The actual length of your answer will depend on how succinctly you can answer the question. Length is not a primary grading criterion, but, if you write less than a quarter of a page (single spaced), you probably are leaving out something important, and, if you write more than a page, you probably are creating work for yourself without enhancing your grade.