

**COMP 690 E-commerce      Fall 2007**

**Written Assignment 2**

Due in the digital drop box by Friday, Sept. 28, 11:00 PM

1. What are the advantages and disadvantages of the C2C and P2P types of e-commerce compared to each other?
2. Contrast the value propositions of the different B2B business models.
3. 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.
4. Briefly explain how each of the seven unique features of e-commerce technology affects industry value chains.

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.