E-Commerce exercises:

Discuss the effects of the proposed Digital Economy Bill, especially the data retention and disclosure requirements.

2009:

It is said that the internet played a significant role in the US presidential election. You are asked by a major UK political party to advise them on their internet policy and associated web site. The party has about 200,000 members, each paying £25 per annum membership. Its total annual income, mainly from donations, is about £20M. The UK has about 46 million people registered to vote. There are about 646 parliamentary constituencies.

1. Describe in brief bullet points the key elements of your proposed internet strategy [5 marks]
2. Draw an outline block diagram of the architecture that would be needed [5 marks]
3. Make and justify some size and cost estimates for its implementation [5 marks]
4. Outline relevant regulations. [5 marks]

2008:

a) When designing an interactive web site, describe 5 desirable stylistic points [5 marks]
b) Outline requirements of the Data Protection Act, as it would apply to such a site [5 marks]
c) Outline requirements of the distance selling regulations for an interactive e-commerce site selling goods or services but not land or financial services [5 marks]
d) Discuss the advantages and disadvantages of showing stock levels on a commercial site [5 marks]

2007:

Why did Google purchase YouTube for $1.65 Bn in October 2006, when YouTube had never made a profit? [10 marks]

b) You are consultant to a major brand of soft drink. Outline to the company how the internet should be used as part of the overall marketing effort, and what steps need to taken by the company to update their online image. Outline the architecture of any web sites that will need to be produced. [10 marks]

2006:

1. Name five different types of intellectual property [5 marks]
2. Distinguish between "Deep linking" and "Direct linking". Can a search engine deep link without infringing the copyright of the original site? [5 marks]
3. Is the use of thumbnails of pictures by a search engine fair use? [5 marks]
4. Why are there likely to be only a few dominant search engines? [5 marks]