COMPUTER SCIENCE TRIPOS Part II – 2013 – Paper 8

7 E-Commerce (JAL)

(*a*) Discuss how you would use social media to attract traffic to your website.

[4 marks]

(*b*) Discuss the difficulties in measuring the use of your website and related social media campaign. [5 marks]

(*c*) Discuss whether the use of third party analytics creates opportunities to leak personal information. [5 marks]

(*d*) Discuss why it is sometimes good to give things away. [6 marks]