

2006 Paper 7 Question 14

E-Commerce

- (a) In a telecommunications business context, what is meant by *Triple* and *Quadruple Play* strategies, and what will be the effects of the adoption of such strategies? [10 marks]
- (b) Describe possible business models for a small independent Internet television start-up company. Estimate start-up costs and profitability, and describe some of the challenges such a television station will need to overcome. [10 marks]