

## 2005 Paper 7 Question 14

### E-Commerce

- (a) Consider setting up a rival to iTunes, the popular site where music tracks can be searched, purchased and legally downloaded. What business models might be appropriate? [5 marks]
- (b) Outline the system design you would advise, with rough estimates of scale. [5 marks]
- (c) What major difficulties will the project have to overcome? [5 marks]
- (d) Can this model be applied to other areas, such as for example recipes from published cookbooks? Provide a SWOT analysis of the opportunity. [5 marks]