

COMPUTER SCIENCE TRIPOS Part II – 2014 – Paper 8

7 E-Commerce (JAL)

- (a) Define “Fair market value”. [2 marks]
- (b) For a fair market do the participants need to be anonymous before the transaction is agreed? [4 marks]
- (c) Are anonymity and reputation contradictory? [4 marks]
- (d) Are fully anonymous online markets desirable? Justify your answer. [10 marks]