

**COMPUTER SCIENCE TRIPOS Part II – 2019 – Paper 8**

**6 E-Commerce (sam56)**

- (a) Describe five ecommerce business models. [5 marks]
- (b) Describe five things to consider when internationalising an ecommerce business. [5 marks]
- (c) Does the nature of the Internet naturally lead to dominant firms in ecommerce markets? [10 marks]