

COMPUTER SCIENCE TRIPOS Part II – 2023 – Paper 8

5 E-Commerce (sam56)

Due to recent changes in the market it is felt that there is an opportunity to build a new social networking platform.

- (a) Describe two business models, other than the traditional advertising supported model, along with their implications for the social network in terms of product development and scalability. [6 marks]
- (b) What legal considerations should you keep in mind if you were to develop an advertising-based business model? [4 marks]
- (c) Outline a marketing plan for an advertising-based social network that will grow the network's revenue to the breakeven point. [10 marks]