

COMPUTER SCIENCE TRIPOS Part II – 2024 – Paper 8

5 E-Commerce (sam56)

- (a) When preparing to internationalise an E-Commerce business describe four factors that you need to consider and why. [4 marks]
- (b) Some commentators think that E-Commerce companies should not be considered a separate category of company. Do you think that E-Commerce companies are fundamentally different to traditional companies? Using examples and referencing economic frameworks, give a reasoned argument including points for and against the proposition. [16 marks]