

COMPUTER SCIENCE TRIPOS Part II – 2026 – Paper 8

6 E-Commerce (sam56)

You are considering creating an Agentic AI browser product based business where you augment a standard web browser with an Agentic AI agent which is able to access websites and take actions on a user's behalf.

- (a) Name five elements of Consumer Contract law that you need to keep in mind when designing the Agentic AI agent. [5 marks]
- (b) (i) Choose three different E-Commerce business models and describe how each model can be applied to an Agentic AI browser product based business. [6 marks]
- (ii) Identify the strengths and weaknesses of each business model in Part (b)(i). [6 marks]
- (iii) Say which business model you would recommend be adopted and why. [3 marks]