Exam Format: The Final Exam will be on May 19th. And will cover Chapters 11-14. Please bring a blue book. The exam will consist of a combination of key term definitions and short essays, based on or similar to the review questions listed below. Two caveats:

- For the key terms, make sure to review all locations in which the concept is present, since the book is not always consistent or clear.

- In preparing for the answers to all questions, in addition to accuracy, make sure to think critically about your answer and ask yourself whether or not your answer is vague, or leaves critical questions unanswered.

Chapter 11. Strategizing for E-Markets
Key terms: clickstream, CRM systems, vertical & horizontal marketing channels

1. Numerous unique Web-Marketing characteristics exist. Give examples of the unique ways in which the web can be used for marketing.

2. Define the concepts of data warehousing and data mining and discuss how they are used in e-marketing.

3. Long Term Channel Conflicts and sometimes Synergies occur between some atomic models. Why is this? Be prepared to discuss one or two examples of each of these.

4. In what ways is B2C marketing different from B2B?

5. Discuss the concepts of personalization, mass customization and Markets-of-One with regard to e-marketing. What is it about e-commerce that make these ideas especially significant.

Chapter 12. Deploying NE Solutions
Key terms: RAD, EUC, EDI-integrated

1. Why is it important to understand the core competencies associated with a specific Atomic Business Model? What are the core competencies associated with the following models:
   - Intermediaries
   - Shared Infrastructure
   - Virtual Communities
2. The NE Value Chain: What are the five steps of the NE Value Chain? Why is Inquiry stage considered the most important stage to implement? Why is after-sales support considered the next most important?

3. Describe the evolution of EDI from its beginning to the present day.

4. What are the key factors in Web site usability? What are these important to successful deployment of a Web site?

5. What are the main functional features used in Intranets and which of these can and cannot be extended to Extranets?

6. What is meant by “Internet time”? How does it effect Net-Enhancement? How should organizations respond to the Internet time ‘problem’?

Chapter 13. Challenges to Implementation
Note: Chapter 13 is essentially a 14 point list of implementation obstacles to the growth of e-Commerce. These can be classified into three areas: technical issues, consumer acceptance issues, and organizational issues. Here’s we’ll focus on the main obstacles in each category (i.e., I’m cutting his list down by about half and organizing it differently).

Key Terms: POTS, broadband, false hits, spiral branding, know-bots, e-cash

1. What are the three most important technical Issues with NES Implementation?
   a. What are the major challenges to network security at this time and why do these effect Net-Enablement?
   b. Why is download time such a critical issue for e-Commerce? What are the elements that delay download time? What solutions, if any, can a company implement to solve or at least minimize the download delay problem?
   c. What is meant by search problems? Why are search problems considered a major obstacle to barring the development of network enhanced systems?

2. Discuss the main consumer acceptance obstacles listed by Straub. This include the following:
   a. consumer fears
   b. lack of brand awareness
3. Discuss the main organizational issues blocking the development to NES implementation along with factors motivating firms to embark on programs to become net-enhanced. These include:

   a. management/cultural resistance within an organization to change

   b. lack or firm experience

   c. organizational fear in doing Internet-based business

Chapter 14. Social and International Issues

Key Terms: IETF, ICANN (not in text), BSA, TradeNet, polychronic worldview, technological culturation

1. What is meant by the digital divide? Why do many people consider it to be a problem? What policies can be used to solve it?

2. How does the growth of the Internet and e-Commerce related to the process of globalization?

3. What sort of private information is gathered about users and how is it used? Why has user privacy become such an important Internet Policy Issue? What sort of policy recommendation does Straub recommend for this?

4. Intellectual Property Right Protection is a major concern these days. Why is this an important issue? Is making a copy of a piece of intellectual property really the same as stealing? Give an example of how the Internet is used as a tool to “steal” intellectual property. Give an example of how the Internet is used to strengthen Intellectual Property Rights.

5. Who owns the Internet? What organization is now the main group discussing Internet issues worldwide? How are new Internet standards developed?

6. Straub claims that cross-Border e-Commerce trade is resulting in a loss of national sovereignty. What does he mean by this?

7. What is e-Lancing and why is it considered an international issue?