

Lecture 10: Electronic Commerce

Essay questions

- 1- Describe the different types of e-commerce
- 2- What are the dimensions of commerce
- 3- Name two proposed strategy formulation approaches for e-commerce
- 4- What are the four components (infrastructure) of e-commerce strategy proposed by Rayport and Jaworski
- 5- List 6 characteristics that make the Internet work
- 6- What are four methods for creating web pages?
- 7- What are Web forms?
- 8- What is multimedia
- 9- What are the two major image formats for Web pages?
- 10- Explain how each of the following components are captured: images, video, and audio.
- 11- What is URL?