End of Chapter Questions

2. What is information asymmetry?

5. What are three benefits of universal standards?

7. Name three of the business consequences that can result from growth in information density.

9. How are the Internet and the Web similar to, or different from other technologies that have changed commerce in the past?

10. What are the major limitations on the growth of e-commerce? Which is potentially the toughest to overcome?

12. Define disintermediation and explain the benefits to Internet users of such a phenomenon. How does disintermediation impact friction-free commerce?

14. Discuss the ways in which the early years of e-commerce can be considered both a success and a failure.

15. What are five of the major differences between the early years of e-commerce and today’s e-commerce?

17. What factors will help define the future of e-commerce over the next five years?

18. Why is a multi-disciplinary approach necessary if one hopes to understand e-commerce?

Project (to be presented in Tutorial Session)

Choose an e-commerce Web site and assess it in terms of the seven unique features of e-commerce technology described in Table 1.2. Which of the features does the site implement well, and which features poorly, in your opinions?
Prepare a short memo to the president of the company you have chosen, detailing your findings and any suggestions for improvement you may have.