ICT332 Self-Study Questions
Week 6
(Ref: Chapter 7, E-Commerce by Laudon & Traver)

[Submit answers to the following questions as one of the weekly self-study exercises.]

End of Chapter Questions

1. Is growth of the Internet, in terms of users, expected to continue indefinitely? What will cause it to slow, if anything?

3. Would you say that the Internet fosters or impedes social activity? Explain your position.

5. Research has shown that many consumers use the Internet to investigate purchases before actually buying, which is often done in a physical storefront. What implication does this have for online merchants? What can they do to entice more online buying, rather than pure research?

6. Name four improvements Web merchants could make to encourage more browsers to become buyers.

10. What are the components of the core product, actual product, and augmented product in a feature set?

13. List the differences among databases, data warehouses, and data mining.

18. What pricing strategy turned out to be deadly for many e-commerce ventures during the early days of e-commerce? Why?

23. What are the two types of market research? How are they different?

25. Compare and contrast the various types of online primary research --surveys, personal interviews, focus groups and observation.

Projects

2. Find an example of a Web site that you feel does a good job of appealing to both goal-directed and experiential consumers. Explain your choice.

3. Choose a digital content product available on the Web and describe its feature set.