

Exam E-business- & IT-industry

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Please provide clear arguments to support your answers.

All questions are valued at 10 points.

1. Network economics and IT economics govern the ebusiness industry.
 - a. Describe what network externalities are. What is their economic basis? What types of network externalities exist?
 - b. Explain why price differentiation is an important mechanism in IT economics and what economic basis it has.
 - c. Explain the economics of social networking sites like Hyves and Facebook have?
 - d. What strategy would you advice Facebook to enter the Dutch market and fight Hyves?
2. We looked at the business models and value chain of the e-business industry.
 - a. Describe the components of a business model.
 - b. What is the impact of the Internet on the value chain according to Michael Porter?
 - c. The articles on the mobile value chain show that the value chain is becoming increasingly complex and more a network than a chain. Explain why this is the case?
3. In the project we analysed Web 2.0
 - a. Give a definition of Web 2.0. Do you think Web 2.0 is a hype or not?
 - b. Describe three types of companies that we studied. Describe their business models.
 - c. What revenue models do we see a lot in Web 2.0. Why do you think this is the case?

Success!