

**UNIVERSITY COLLEGE LONDON**

University of London

**EXAMINATION FOR INTERNAL STUDENTS**

For The Following Qualifications:–

*B.A.    B.Sc.    M.Sci.*

**Digital Consumers**

COURSE CODE        : **INST2003**

UNIT VALUE         : **0.50**

DATE                 : **12-MAY-06**

TIME                 : **14.30**

TIME ALLOWED      : **2 Hours**

## **INST2003: Digital consumers**

Answer **THREE** questions.

1. Outline the history and key milestones of the internet in terms of e-commerce. What might be the key milestones for future growth?
2. 'The internet is fundamentally changing the way consumers interact with commercial organizations.' Discuss this statement, making specific reference to the concept of 'disintermediation'.
3. e-commerce transactions in the UK grew faster than those on the high street during 2005. What factors contributed to this growth and what should e-commerce website providers be doing to maximize growth in the future?
4. Outline a typical purchase process that might occur on an e-commerce website. What do consumers look for in terms of site 'usability' while undertaking this process?
5. The internet is fundamentally changing the methods used in market research. Outline these key changes and discuss how website providers might use these new methods to their advantage.
6. Fuller and De Graff state that server logs provide a distorted picture of user activity, while Udell goes much further and calls them 'damn lies'. Outline the arguments that underlie this view of transactional log file analysis.
7. Describe and evaluate the information provided by proprietary log software of your choice. Provide examples to illustrate your answer.

**END OF PAPER**