THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1.   Answer the following short questions.   (6x5=30)

1. Why is targeting a market niche generally smarter for a community provider than targeting a large market segment?
2. What is cloud computing, and how has it impacted the Internet?
3. What is PHP and how is it used in web development?
4. What are some of the advantages of direct e-mail marketing?
5. What are the three basic building blocks of the Internet?
6. What are Amazon's primary customer value propositions?

Q.2.   Answer the following questions.   (2x15=30)

1. What are the eight key components of an effective business model?
2. What are the main factors to consider when developing an e-commerce website? Identify and discuss the five steps in developing an e-commerce security plan.