

Questions for the exam

1. Information Society and Global Information Infrastructure

1. What are the key differences between data, information, and knowledge, and how do they contribute to the development of the information society?
2. Explain the concept of global information infrastructure and its role in supporting e-business activities.
3. What are the key differences between the Internet, Intranet, and Internet services, and how do they impact e-business operations?

2. E-business and E-commerce

1. What are the main factors influencing the development of e-business, including legislative, technological, and social aspects?
2. Differentiate between e-business and e-commerce. How are they related, and how do they impact online retailing?
3. What are the key components of an online store and an Internet marketplace, and how do they function in the context of e-commerce?

3. Business Models

1. Compare and contrast B2B (business to business) and B2C (business to customer) e-business models. Provide examples of each.
2. How does the value chain theory apply to e-business, and what is the role of virtual value chains in the digital economy?
3. What is Supply Chain Management (SCM) and how does it integrate with e-business models to improve efficiency and customer satisfaction?

4. E-business System

1. Describe the key components of an e-business system architecture. How do these components interact to facilitate smooth business operations?
2. Explain the role of ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems in e-business. How do these systems support business processes and customer relationships?
3. How do information flows within an e-business system contribute to decision-making and operational efficiency?

5. Customer Environment

1. What are customer-oriented systems, and how do they help businesses identify and cater to customer needs in the digital environment?
2. Explain the relationship between sellers and customers in e-business. How do communication interfaces and methods of communication impact this relationship?
3. What are the advantages and disadvantages of e-business and e-commerce from the perspective of customers and retailers?

6. E-business Security

1. What are the primary security concerns associated with e-business, and how can companies mitigate these risks to protect their operations?
2. Explain the importance of data protection in e-business, including the role of electronic and digital signatures in ensuring secure transactions.
3. What are Electronic Payment Systems (EPS), and what key technologies ensure their security in e-commerce transactions?

7. Trends in E-business Development

1. How do Business Intelligence (BI) and Competitive Intelligence (CI) help e-businesses to make informed decisions and gain a competitive edge?
2. What are some of the most important modern tools and methods used to support e-business growth and development?
3. What are the business models of the future in e-business, and how might they evolve with the advancement of technology and changing consumer behaviors?