

## **LOG206: E-business, Spring 2018**

### **Exam review questions Part 1**

---

1. Briefly explain what does each of the following mean and why it is important:
  - (a) Digital business
  - (b) Search Engine Optimization (SEO)
  - (c) Software as a Service (SaaS)
  - (d) Social CRM
  - (e) Digital business infrastructure
2. The foundation for any company that wants to be “built to last” is to have a business model that actually supports that objective. Using the Business Model Canvas as a frame of reference, discuss key elements of a business model.
3. Organizations need to design the “big picture” of all the technology components required to support digital business. Discuss the digital business technology platforms that digital business managers should consider.
4. Imagine that your friend is planning to approach venture capitalists in Oslo for possible funding of her e-commerce idea. However, he is not quite sure about the market potentiality of his product. Use the value proposition canvas as a frame of reference to explain the elements that you would consider in assessing the potentiality of his product.
5. Imagine that a newly established e-commerce company, Azabe AS, has hired you as their management consultant. Discuss the process you would follow in developing a digital business strategy for Azabe AS.

6. The recent saga involving Facebook and Cambridge Analytica illustrates that customer privacy protection is critical in digital business. Discuss at least five principles provided by the General Data Protection Regulation (GDPR) that digital business managers should consider when it comes to protecting their customers' data.
7. Content is at the heart of inbound marketing. Discuss at least five characteristics of "great" online content.
8. Attracting traffic is at the top of digital marketers' wish list. Discuss at least five ways digital marketers can use to attract traffic to their websites.
9. Digital technologies are raising supply-chain performance to new levels. Discuss five ways through which digital technologies improve supply chain performance.

GOOD LUCK

---