



ASSIGNMENT 1ST SEMESTER	:	E-COMMERCE (EC) E-COMMERCE (EC001)
CHAPTERS COVERED	:	CHAPTERS 1 - 5
DUE DATE	:	3:00 p.m. 20 MARCH 2012
TOTAL MARKS	:	100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of each page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but 25 marks will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsm.ac.za, on Friday, 4 May 2012.

SPECIFIC INSTRUCTIONS:

- This assignment requires you to visit websites and analyse aspects of their business.
- Answer **ALL** the questions.

SECTION A (50 MARKS)**QUESTION 1 [50]**

Visit the following websites:

www.nedbank.co.za

www.dti.gov.za

www.bidorbuy.co.za

www.amazon.com

www.kalahari.net

- 1.1 For each site determine whether it is in the exposure stage, interaction stage, e-commerce stage or e-business stage. Provide reasons for your answer. **(20)**
- 1.2 For each site in Q1.1 determine if the site is B2B, B2C, C2C, C2B or a combination of the aforementioned forms of trading. **(15)**
- 1.3 A magazine in South Africa is considering using the Internet to gather primary data about its customers. List and evaluate primary data gathering tools that the magazine might use to gather the data. **(15)**

SECTION B (40 MARKS)**QUESTION 2 [20]**

A manufacturer of pipes wants to develop a website for its business. Explain the process of developing the site to the manufacturer and provide advice as to how it can make the best use from its site. Consider the appropriate evolutionary stage for the site in your answer.

QUESTION 3 [20]

Explain how the Internet can influence the consumer decision-making process for the following types of purchase decisions.

- Buying tickets for a music concert **(5)**
- Buying a luxury apartment at the coast **(5)**

Buying household insurance (5)
Buying a leather jacket (5)

You may find it helpful to visit some websites for the aforementioned products.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100