



الجامعة السعودية الإلكترونية
Saudi Electronic University

E-Com-101:E-Commerce

ASSIGNMENT 4-QUESTIONS

1-What is Intellectual Property Rights. Explain the various forms of intellectual property and the challenges involved in protecting it.

Intellectual Property Rights

- Intellectual property: All tangible and intangible products of human mind
- Major ethical issue: How should we treat property that belongs to others?
- Major social issue: Is there continued value in protecting intellectual property in the Internet age?
- Major political issue: How can Internet and e-commerce be regulated or governed to protect intellectual property?

Three main types of protection:

- Copyright
- Patent
- Trademark law

Goal of intellectual property law: Balance two competing interests—public and private

Maintaining this balance of interests is always challenged by the invention of new technologies

2-Define Digital Rights Management. Describe the major trends in the online travel services industry today.

Digital Rights Management (DRM)

- DRM: Technical and legal means to protect digital content from unlimited reproduction and distribution
- Issue often cast as moral contest
- Telecommunications and device industries benefit from increased traffic 23% of global Internet traffic is stolen material

The Major trends in the online travel today:

1. The convergence of pre-shopping and shopping
2. Convergence of Online and Offline throughout the entire travel process
3. The convergence of mobile and desktop
4. The convergence of commercial and redemption booking flows
5. The convergence of personalization and content management

3-Explain the key factors affecting the online publishing industry and identify the challenges faced by the different types of online retailers.

The online newspaper industry would appear at first glance to be a classic case of disruptive technology destroying a traditional business model based on physical products and physical distribution. This may turn out to be the case, but it cannot be the final assessment just yet. The industry is changing rapidly. There are significant assets that newspapers have—excellent content and writing, strong local readership, strong local advertising, and a fragmented but huge audience of over 100 million readers that rivals Yahoo, Google, and Microsoft's audience. Content is still king: the thousands of blogs in the blogosphere depend on traditional reporting media like television and newspapers to create the content that blog writers can react to. Without the original content creators in the form of professional reporters and news organizations, the blogosphere would be a dull place. The people who read newspapers are very different from the people who visit YouTube: they are wealthier, more educated, and older. This is an ideal demographic for advertisers and a potential gold mine for newspapers. The online audience for newspapers will continue to grow in both sheer numbers and sophistication, demanding higher quality online delivery and more services. The industry has made significant investments in technology for Web content creation and delivery. The challenge is for newspaper owners and managers to invest heavily in the online editions even if they do not meet investment criteria at first. If the newspaper industry has a future, it will be online. The challenge for newspapers is to create value by focusing on differentiated, timely, and exclusive content available nowhere else. And to make this content available anywhere, anytime, anyplace, on any device.

4-What is an Auction? E Bay is a market leader in online auction sites, Discuss SWOT for E bay using your web sources.

Auction is a public sale in which goods or property are sold to the highest bidder. Online auction sites are among the most popular consumer-to-consumer (C2C) e-commerce sites on the Internet, although the popularity of auctions and their growth rates have slowed in recent years due to customers' preferences for a "buy now" fixed price model

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. World's largest internet marketplace 2. Business model 3. Payment system 4. Brand reputation 	<ol style="list-style-type: none"> 1- <i>No Items quality – Pricing control</i> 2- <i>Bidding could be refused for no reason</i>
Opportunities	Threats
<ol style="list-style-type: none"> 1- Increase number of transactions 2- Open more online stores in other countries 	<ol style="list-style-type: none"> 1- Online security 2- Regional low cost online retailers 3- Increasing competition from Amazon 4- Exchange rates