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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 protection (4points)

Are the rights granted to persons on the creations of their minds and their thoughts and their writings and usually Matattiy creator the exclusive right to use it to create a certain period of time

patents.

Patents guard inventions. The owner of a patent has the exclusive right to make, sell or otherwise use and profit from a tangible item for a certain period of time. A business or individual must apply for a patent through our government's United States Patent and Trademark Office in order to obtain one.

trademarks.

Trademarks are used to protect logos or brands. Trademarks help distinguish businesses from one another. The right to a trademark is automatically assumed once a business starts using a unique and particular name or logo. Note that a business doesn't have to file an application to own the rights to the work and to keep others from using the same work, though a trademark can be registered with the United States Patent and Trademark Office.

Copyrights

Copyrights protect the expressive arts. They give owners exclusive rights to reproduce their work, publicly display or perform their work, and create derivative works. Additionally, owners are given economic rights to financially benefit from their work and prohibit others from doing so without their permission. It is important to realize that copyrights do not protect ideas, only how they're expressed.

- Business owners are granted exclusive rights on the use of their trade marks and | geographical indications which were established by them;
- Creative artistes are granted copyrights on musical, literary, dramatic and artistic works for their creations; while
- Innovators are granted protection for their patents, industrial designs, trade secrets, confidential information, and layout-designs of integrated circuits for their innovations.

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2. Define Digital Rights Management. Describe the major trends in the online travel services industry today. (3 points)

Define Digital Rights Management

Digital rights management (DRM) is a systematic approach to copyright protection for digital media. The purpose of DRM is to prevent unauthorized redistribution of digital media and restrict the ways consumers can copy content they've purchased. DRM products were developed in response to the rapid increase in online piracy of commercially marketed material, which proliferate through the widespread use of peer-to-peer file exchange programs. Typically DRM is implemented by embedding code that prevents copying, specifies a time period in which the content can be accessed or limits the number of devices the media can be installed on.

Online travel services :

attract the largest single e-commerce audience and the largest

slice of B2C revenues. The Internet has become the most common channel used

by consumers to research travel options.

the major trends in the online travel services industry today.

The online travel services industry is going through a period of consolidation as stronger offline, established firms purchase weaker and relatively inexpensive online travel agencies in order to build stronger multi-channel travel sites that combine physical presence, television sales outlets, and online sites.

Suppliers—such as airlines, hotels, and auto rental firms—are attempting to eliminate intermediaries and develop a direct relationship with consumers. At the same time, successful online travel agencies are attempting to turn themselves into merchants by purchasing large blocks of travel inventory and then reselling it to the public, eliminating the global distributors and earning much higher returns.

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3. Explain the key factors affecting the online publishing industry and identify the challenges faced by the different types of online retailers. (4 points)
4. ONLINE NEWS PAPER.
5. Audience Size and Growth.
6. Newspaper Business Models.

CHALLENGES:

- 1- Disruptive Technologies.
 - 2- E-BOOKS AND ONLINE BOOK PUBLISHING.
 - 3- Amazon and Apple: The New Digital Media Ecosystems.
 - 4- MAGAZINES REBOUND ON THE TABLET PLATFORM.
 - 5- Interactive Books: Converging Technologies.
 - 6- E-Book Business Models.
4. What is an Auction? E Bay is a market leader in online auction sites, Discuss SWOT for E bay using your web sources. (4 points)

What is an Auction

Common name for several types of sales where the price is neither set

where property is sold at a specific time and place to the highest bidder. Most auctions require a person to get a bigger number or other identifying item prior to bidding. When an item you want goes up for bid it will usually start low and the auctioneer will raise the bid amount every time someone bids until there are no more bids on that item at which time they will sell the item for the highest bid.

Discuss SWOT for E bay using your web sources.

Strengths.

- eBay is the leading global brand for online auctions. The company is a giant marketplace used by more than 100 million people to buy and sell all manner of things to each other. Pierre Omidyar, a French entrepreneur, was just 28 when he sat down over a long holiday weekend to write the original computer code for what eventually became an Internet megabrand. The brand has grown tremendously over the decade or so since its conception.

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▲ Weaknesses.

- The organizations works tremendously hard to overcome fraud. However, the eBay model does leave itself open to a number of fraudulent activities. Often the company deals with such activities very quickly. Fraud includes counterfeit goods being marketed to unsuspecting (and suspecting!) eBayers. Other forms of theft could include the redistribution of stolen goods. It should be pointed out that fraud and theft are problems with individuals, not eBay. The weakness is that unscrupulous individuals can exploit the C2C business model.
- As with many technology companies, systems breakdowns could disturb the trading activities of eBay. In the past both eBay and its payment brand Paypal have encountered shutdowns and outages. As technology improves such a weakness is less and less of an issue.

Opportunities.

- Acquisitions provide new business strategy opportunities. eBay has agreed to buy online telephone company Skype Technologies in a deal reported to be worth \$2.6 billion. Skype's software lets PC users talk to each other for free and make cut-price calls to mobiles and landlines. eBay has been buying up firms – including payment system PayPal – in an effort to increase the number of services it offers to consumers and keep its profits growing.
- New and emerging markets provide opportunities (Market Development). Countries include China and India. There, consumers are becoming richer and have more leisure time than previous generations. *Aspirating consumers* are a growing segment in many developing nations.
- There are also still opportunities in current markets (Market Penetration). Western Europe and the USA still have many potential consumers that have yet to discover the benefits of online auctions. Remember products have life cycles that eventually come to an end, and such products are ideal for selling and buying on eBay.

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Threats.

- As with many of the global Internet brands, success attracts competition. International competitors competing in their domestic markets may have the cultural experience that could give them a competitive advantage over eBay. In fact eBay has found that it has met with other USA-based Internet companies when trading overseas. For example, Yahoo! dominates the Japanese market.
- Attack by illegal practices is a threat. As with weaknesses above, the brand is attacked by unscrupulous individuals. For example e-mails are sent to unsuspecting eBayers pretending to come from eBay. Logos and the design of the pages look authentic. However they are designed so that you input private information that the thieves can use to take passwords and identifications. -so beware!
- Some costs cannot be controlled by eBay. For example delivery charges and credit card charges. If fuel prices were to rise, the cost is passed on to the consumer in terms of delivery and postal fees. This could make the overall cost of an auctioned item too expensive. Similarly, if a credit card company such as Visa or Mastercard imposed a charge for online transaction, the total cost of the same items would increase with similar consequences.