

2007 Paper 7 Question 14

E-Commerce

- (a) Outline *five* business models for e-commerce. [5 marks]
- (b) Outline *five* methods of valuing an e-commerce business. [5 marks]
- (c) Give plausible reasons why Google purchased YouTube for \$1.65Bn in October 2006, when YouTube had never made a profit. [10 marks]