

COMPUTER SCIENCE TRIPOS Part II – 2022 – Paper 8

5 E-Commerce (sam56)

Despite the early hope that the internet would help create greater competition and fairer markets, in reality it has given rise to dominant firms in most of the major online markets and hence less competition.

- (a) Using examples describe five characteristics of online markets that make this statement true. [5 marks]
- (b) Using examples describe five characteristics of online markets that make this statement false. [5 marks]
- (c) Discuss if you think that using blockchain based non-fungible tokens will help create fairer online markets, giving reasons for and against? [10 marks]