

Exercise 3 (1)

This exercise is based on information given in chapters 2, 3.1, 3.2 and 3.6. These chapters are available on the ECommerce page.

Please note that chapters 3.2 and 3.6 might change slightly before they are held in the lecture.

3.1: Set up your own electronic business. After having worked through different business models and evaluating their benefits and sources of revenue (see exercise 2.9), your ecommerce group has finally decided to start its own electronic business.

Business idea and target group

a) Decide on a business idea that you want to realize. Decide on whether your business will be international or focused on a continent, country or region. Create a short presentation (2-3 slides) describing the business idea and the target group. Be prepared to present in the next exercise.

NOTE: Although business models have been discussed in the last exercise, please give a short reference to the business model your business is based on.

Exercise 3 (2)

Web appearance preparation

b) Decide on a handy / trendy company name and a domain name. Choose a top-level domain corresponding to your target group. Use the *whois* (e.g. available at samspace.org) tool to make sure the domain name is available.

c) Decide on hosting options (ISP, SP and ASP) and connectivity options for your ecommerce site (see chapter 3.6 for this).

For this, estimate how much traffic (i.e. data amount transferred between clients and your servers) your site will generate at the beginning and within the next half year. Decide on whether you would want to lease servers or purchase servers and whether you would want to have them maintained in your company or at the service provider.

Get offers from service providers and choose the a suitable offer.

d) Report on the decisions taken, the chosen hosting and its justification as the solution to exercise 3.1.

PLEASE NOTE: This all is purely fictitious. DO NOT SIGN CONTRACTS, do not register a domain name. STS will NOT cover your costs.

Exercise 3 (3)

3.2 Find an appropriate tool to resolve IP address. Resolve the IP addresses of the following hosts:

- www.sts.tu-harburg.de
- www.tu-harburg.de
- www.netscape.com
- www.yahoo.com

3.3 Is it possible to look up the domain name for a given IP address? Name a tool that provides this functionality and provide a URL if it is web-based.

3.4 Some IP addresses do not identify computers uniquely and thus cannot be mapped to domain names. Why? HINT: The answer is related to the net classes (A, B, C, D, E). NOTE: The answer cannot be found in the slides.

Exercise 3 (4)

3.5 Use the *traceroute* (Unix) / *tracert* (Windows) tool to trace the packet routing from your host to the specified hosts (see 3.1). Try every host three times. What can you say about packet rerouting?

3.6 What are the advantages and disadvantages - for the users - of having different top-level domains (TLDs) instead of a single one?

3.7 True or false?

- A computer is uniquely identified by an IP address.
- A computer can only have a single IP address.
- An IP address is always (over time) assigned to the same computer.