

University of Ruhuna - Faculty of Technology
Bachelor of Information & Communication Technology Honours Degree
Level 2 (Semester II) Examination – November/December 2022
Academic Year 2020/2021

Course Unit: ICT2243-E-Commerce Implementation, Management and Security (Written)

Time: 2 hours

Answer all **four (04)** questions

1)

- a) List **five (05)** general E-Commerce categories and describe one using an appropriate example. (25 Marks)
- b) 'Lower prices for goods and services' can be introduced as an objective of E-commerce. Do you agree with the statement? Justify your answer. (15 Marks)
- c) The second wave of the E-commerce happened between 2004-2009.
 - i) List **three (03)** changes that made an impact on E-commerce during the second wave. (18 Marks)
 - ii) What do you mean by 'M-commerce'? (08 Marks)
- d) Perform a SWOT Analysis for the following scenario. (36 Marks)

The Coca-Cola Company has been refreshing the world and making a difference for over 136 years. More than 200 countries all over the world are enjoying servings of their drinks. The Coca-Cola company has been evolved into a total beverage company. 700,000+ individuals employed by the Coca-Cola company and 225+ bottling partners help deliver refreshments across the globe. The Coca-Cola beverage portfolio has expanded to more than 200 brands and thousands of beverages around the world, from soft drinks and waters, to coffee and teas. Coca-Cola has been acquired the 43% of the market share in the soft drink industry. Because of the unlimited resources of Coca-Cola, it is difficult to compete other competitors with Coca-Cola. The Coca-Cola is having secret recipes and it is difficult to replicate the product by other competitors. The company has been introduced sustainable plans to make a difference in people's lives, communities and our planet by doing the business right way. They have taken the responsibility to help solve the global plastic waste crisis. As well as they are leveraging scale and reach across markets to achieve their sustainability goals, suppress waste pollution and reduce their carbon footprint. The Coca-Cola company has a strong supply chain management system. The company is able to deliver a drink from a factory to a local store within 48 hours. The secret behind this impressive figure is local sourcing, meaning that most of the drinks are manufactured directly in the country where they are sold. They maintain long-term relationships with retail partners.

2)

a)

- i) Write **five (05)** reasons why you need to write a business plan. (10 Marks)
- ii) Explain the importance of environmental analysis in a business plan using **three (03)** points. (15 Marks)

b) Market analysis consists of a combination of quantitative and qualitative assessments of a given market. (20 Marks)

i) Briefly explain what the marketing plan that is included in the business plan is. (10 Marks)

ii) List **four (04)** things that need to be included in the marketing plan. (10 Marks)

c) A revenue model can be introduced as a framework for generating financial income.

i) Briefly explain the 'Web Catalog Revenue model' (10 Marks)

ii) Assume that you are managing a firm that provides consulting services to clients when they require expert advice for court cases. Select the suitable revenue model that fits to your firm. Justify your answer. (20 Marks)

d) Describe **five (05)** guidelines that should be followed in customer-centric website design. (25 Marks)

3)

a)

i) List **three (03)** key elements of a Brand. (15 Marks)

ii) Define the term 'Customer Relationship Management' (CRM). (10 Marks)

b)

i) List **three (03)** uses of E- governance (9 Marks)

ii) Briefly describe **four (04)** advantages of using Internet technologies in Supply Chain Management. (16 Marks)

c)

i) What is an auction? (5 Marks)

ii) List **three (03)** auction types and briefly describe **two (02)** of them. (20 Marks)

- d)
- i) List **two (02)** key elements of Web 2.0 (5 Marks)
 - ii) Explain the Metcalf's Law. (10 Marks)
 - iii) Calculate the utility value of a telephone network with 1000 people. (10 Marks)

4)

a) Assume that you are the managing director of an Online clothing store offering stylish and affordable range of cloths for men and women in Sri Lanka with island-wide delivery. Basically, the payments will be handled by payment cards that have been entered into your online site by your registered customers. You are owning a business account to accept electronic payment card transactions. In addition, you are offering specific credit cards and gift cards for your registered customers.

- i) List **two (02)** payment card types that can be used to make purchases from the above shopping site. (10 Marks)
- ii) Write **two (02)** advantages and **one (01)** disadvantage of payment cards from merchant's perspective. (15 Marks)
- iii) Indicate whether the above clothing store use closed-loop payment cards for their transactions. Justify your answer. (10 Marks)

b)

- i) Explain the concept of 'Information Security' (5 Marks)
- ii) Differentiate authentication and authorization by providing a suitable example. (15 Marks)

c)

- i) Explain the major responsibility of a web server computer. (10 Marks)
- ii) List **three (03)** main elements of a web server (9 Marks)
- iii) What is a Database Server? (6 Marks)
- iv) Briefly describe two-tier client/server architecture and how a message flows in the two-tier client-server network using a suitable diagram. (20 Marks)

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