



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages :01
No. of Questions:05
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Three Hours

3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2023

MGT 31633: E-commerce

Academic Year 2022/2023

Instructions:

- The question paper contains 05 questions.
- Answer all questions.

1.

- Briefly explain the evolution of e-commerce from its early years to today. (6 Marks)
 - How do you define e-commerce? (3 Marks)
 - Briefly explain five (05) unique features of e-commerce technology. (5 Marks)
- (Total Marks 14)

2.

- What is a business model? Briefly explain Four (04) key elements of e-commerce business models. (9 Marks)
 - Briefly describe five primary B2C revenue models used by e-commerce firms. (5 Marks)
- (Total Marks 14)

3.

- Briefly explain three (03) key technology concepts behind the Internet (as we discussed in the class). (6 Marks)
 - Describe briefly how Internet, and Web features and services support e-commerce. (8 Marks)
- (Total Marks 14)

4.

- What are the factors to consider in developing an e-commerce presence? (6 Marks)
 - What are the tools available to achieve website security? (4 Marks)
 - What are the limitations of online credit card payment systems? (4 Marks)
- (Total Marks 14)

5.

- How do you define a digital consumer? (3 Marks)
 - Briefly discuss the benefits of e-mail marketing for organization. (4 Marks)
 - How do you discuss the moral dimensions of an internet society? (7 Marks)
- (Total Marks 14)
