

UNIVERSITY OF RUHUNA
BACHELOR OF COMPUTER SCIENCE (BCS) (GENERAL) DEGREE
LEVEL III (SEMESTER I)
EXAMINATION – JUNE/JULY 2015

COURSE UNIT: CSC3122 (E-Commerce and Professional Practices)

TIME: 2 Hours

Answer all four questions.

1.

a. Which of the following are advantages of E-Commerce? **[10 Marks]**

- i. Business can be transacted 24 hours a day.
- ii. E-Commerce could promote social division.
- iii. Allows products and services to be available in remote areas.
- iv. Ability to sell certain products like perishable.
- v. Reduce sales cost and increase sales.
- vi. Reliance on telecommunications infrastructure, power and IT skills.
- vii. Businesses can identify new suppliers and partners.
- viii. Digital products can be delivered instantly.
- ix. Easy adaptation of legacy systems to E-Commerce phenomena.
- x. Improve personal contacts and relationships

b. Describe how the following issues could positively and negatively affect the E-Commerce. **[25 Marks]**

- i. Shipping Profile
- ii. Technological advancement
- iii. Trust between parties involved in a business.

c. Compare and contrast five characteristics between *First Wave* and *Second Wave* of E-Commerce. **[25 Marks]**

d. Describe the following terms using suitable examples. **[15 Marks]**

- i. Business Process
- ii. Business Activity
- iii. Business Transaction

- e. "Electronic commerce has become a larger part of the total economy in the world". Briefly describe five key factors which are affected the growth of E-Commerce. [25 Marks]

2.

- a. Briefly describe each element represented by oval shapes in figure 1, considering their relative sizes. [30 Marks]

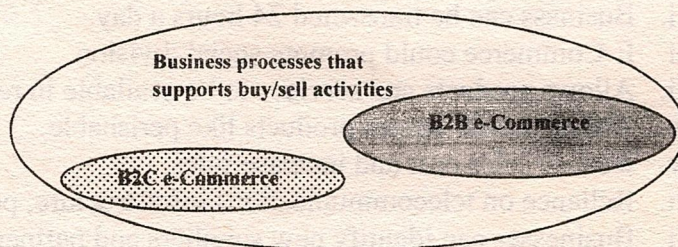


Figure 1

- b. Which of the following statement is true? [05 Marks]

- i. Business models address how to face the competition with rivals.
- ii. Business models describe the business plans for next five years.
- iii. Business models give information about collaborating parties, what they offer to each other
- iv. The usage of business models are limited to software designers

- c. [25 Marks]

- i. List down five key elements of a business model.
- ii. Which of the following business cannot be considered as having Fee-for-Transaction Revenue model?
 1. Third party airline ticketing agencies
 2. Online gaming companies
 3. Stock brokerage firms
 4. Automobile auction sites
- iii. Explain the Fee-to-Service Revenue model using an example.

- d. Categorize each of the following as either B2C or B2B business model. [20 marks]

- | | |
|------------------------|--------------------------|
| i. E-tailer | vi. Portal |
| ii. E-procurement. | vii. E-distributor |
| iii. Content provider | viii. Transaction broker |
| iv. Market creator | ix. Virtual merchant |
| v. Industry consortium | x. Manufacturer-direct |

e. Firm's business strategy acts as the road map to success of the firm. **[20 Marks]**

- i. Michal Porter defines three generic strategies that a firm can use to reach a better competitive position. Briefly describe them.
- ii. Porter identifies five competitive forces that shape any business .Which of the following aspect is not considered in the "Porter's five forces model"?
 1. Establishment of new entrants
 2. Bargaining power of supplier
 3. Changes in firm's value chain
 4. Entrance of similar products to market

3.

a. Describe three basic functions that should be in any E-Commerce software. **[15 Marks]**

b. Describe briefly five major factors you should address in successful E-Commerce site design. **[25 Marks]**

c. Which of the followings cause to dissatisfy customers who visit an E-Commerce web sites. **[10 Marks]**

- i. Ease of use
- ii. Confusing navigation
- iii. Slow page loading
- iv. Allow transactions
- v. Login screen before viewing the site
- vi. Need to install a web browser to view the site
- vii. Site is more informational
- viii. Need to install new piece of software to view the site
- ix. Legible text
- x. Overdone sites

d. A small scale computer shop focuses on selling relatively cheap computers and computer accessories to customers. The owner of the shop plans to do his business online. One of his major requirements is that all potential customers should be able to browse product information regardless of being registered with the site or not. He also plans to offer special discounts to registered customers whenever they purchase items. Also registered customers get email messages about product promotions. **[40 marks]**

- i. Which generic business strategy most probably followed by this company. Justify your answer.

- ii. Write two methods used by above seller to maintain customer loyalty.
 - iii. Write four additional functions that could be used by the company to improve the customer loyalty.
- e. Assume that the company decided to purchase electronic commerce software. Which of the following/s is/are suitable for this company? Justify your answer **[10 Marks]**
- i. Enterprise class software
 - ii. Commerce Service Provider
 - iii. Mall-style commerce service provider
 - iv. IBM Websphere Commerce Professional Edition

4.

- a. E-Commerce sites use electronic payment where electronic payment refers to paperless monetary transaction. **[45 Marks]**
- i. List down four electronic payments modes.
 - ii. In an electronic payment system, customers and merchants have different concerns. For each perspective (customer and merchant) list three concerns.
 - iii. Name five characteristics of a payment system.
- b. Security is one of the major requirements of electronic transaction. **[30 marks]**
- i. Describe three common threats in electronic commerce environment.
 - ii. Which of the following is not a security dimension

1. Authenticity	3. Privacy
2. Legality	4. Confidentiality
 - iii. Explain how cookies could be used to improve the security on client computer.
- c. Legal aspects and Ethical aspects are equally important in electronic commerce environment. **[25 Marks]**
- i. Explain difference between the above aspects.
 - ii. Describe five ways of collecting private information in electronic environment.
 - iii. Write short notes on the followings topics.

1. Copyright	2. Plagiarism
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