COURSE UNIT:CSC3122 (E-Commerce and Professional Practices)   **TIME: 2 Hours**

Answer all four Questions.

1.

a. Which of the following is true about Electronic Commerce (EC)?
Note: Marks will be reduced for incorrect answers

   i. EC refers to performing and coordinating critical business processes using ICT
   ii. EC doesn't promote just-in-time manufacturing.
   iii. Products with a low value-to-weight ratio that cannot be efficiently packed and shipped are unsuitable for EC.
   iv. EC increases the overhead cost of a business.

b. Consider the following business scenario to answer the question.

Room4You is a newly started company which facilitates housing requirements for temporary stay in Matara city area. It has good customer base. School and university students in suburb areas use the company's services to find a place for temporary stay. Through the system customers can filter information about available rooms according to their requirements. Once customers satisfy with the room requirements they can book an appointment online to visit the rooms physically before renting. The company is very keen to respond to customers online inquiries .When a customer is renting a room a commission is charged by the company. After renting a particular room, the customer is allowed to change the room to other if it doesn't satisfy the requirements without any charge. However, this can be done only once.

   i. The business relies on
      1. Ecommerce business channel only
      2. Traditional business channels only
      3. Combination of E-Commerce and Traditional business channels
      4. EDI technology

   ii. Which generic business strategy is most probably followed by this company? Justify your answer.
   iii. Which revenue model is carried out by Room4You? Explain how it generates revenue.
   iv. Identify two features the company used to keep a good customer base.
   v. Explain two reasons that justifying the suitability of E-Commerce solutions for the above business.

1

    vi. Identify two automated business process in the above case.

c. Explain three challenges that a company may face when moving to E-Commerce.

d. Describe four features that distinguishes second wave of E-Commerce solutions from the 1st wave E-Commerce solutions.

2.

    a.

        i. Briefly explain C2C E-Commerce category.
        ii. Give four possible factors which cause the rapid growth of C2C Ecommerce.

    b.

        i. Briefly describe the "Content Provider" business model.
        ii. List three possible business types where the "Content Provider" business model can be used.

c. Discuss the difference between "Horizontal" vs. "Vertical" focus of a Web portal.

d. Relate given businesses given in side A with the business models given in side B in table 1.

Table 1

Side A- Businesses	Side B- Business Models
i. Google Map	a. Market Creator
ii. eBay	b. E-Tailer
iii. Wall-mart.com	c. Service provider
iv. Facebook .com	d. Community Provider
v. Dropbox.com	e. Content provider
vi. Dell.com	
vii. ikman.lk	
viii. CNN.com	
ix. Twetter.com	
x. Amazon.com	

e. Explain how the Internet influences the bargaining power of customers.

3.

    a. Consider the following business scenario to answer the questions.
      A famous restaurant owner in Matara is planning to implement a web based system to conduct business. Normally, in addition to the usual meals details, the

restaurant also notices the particular day's special meals and offers in advance. The restaurant accepts orders over the phone and delivery services are provided for orders worth more than 2000.00 rupees. The restaurant workers assist the customers to select the best meal choice for them. The business is keen on getting customer feedback to improve their business.

    i. Identify three business objectives of the above business.
    ii. For each business objective you identified in 3 (a) (i) above, write one system functionality and one relevant information system requirement.
    iii. The owner of the restaurant has decided to get a "Commerce Service Provider"s (CSP) service. State your recommendation for the above decision with reasoning advantages/ disadvantages.

b. Describe three desirable properties of digital money.

c. List three advantages of using an Electronic wallet over a credit card.

d. List five characteristics of web sites which could dissatisfy the customers.

4.

a. Describe three security dimensions in E-Commerce.

b. Describe three techniques which can be to strengthen the security on Server computers.

c. Write short notes on the followings
    i. Disclaimer warranty
    ii. Patent
    iii. Denial of service attacks
    iv. Spoofing

d. Compare the traditional way of forming a contract between a seller and buyer with forming such contract in Ecommerce environment.

e. Describe three useful ethical code guidelines for a corporate web policy.