

19

University of Ruhuna - Faculty of Technology
Bachelor of Information & Communication Technology Degree
Level 2 (Semester 2) Examination
2019

Course Unit: ICT2243(E-Commerce Implementation, Management and Security) **Time Allowed: 2 hours**

Answer all four (04) questions

This question paper contains 02 pages including this instruction page

IMPORTANT INSTRUCTIONS:

1. The medium of this examination is **English**.
2. This is a **Closed Book** examination.
3. This Examination consists of **four (04)** questions that are given equal marks.
4. You must **answer all four (04)** questions in this examination.

Q1.

a. Outline and describe **five major technical security attack methods** that an e-commerce application may be vulnerable to. (15 marks)

b. Vulnerability Assessments and Penetration Tests are valuable tools that can benefit any information security program. Outline the **difference between the two methods**, highlighting the different purposes of the two security need assessment approaches (10 marks)

Q2. Supply Chain Management is basically the enhancement of material streams and related data streams required with an organization's operations

a. Identify **four problems** of supply chain management, and discuss how e-business technology would have assisted in overcoming the stated problems (16 marks)

b. How do electronic communications enable **restructuring of the supply chain**? Elaborate your answer with appropriate examples. (9 marks)

Q3. Flora Lovers is a flower and gifts retailer based in the United State of America. After launching its website in 2018, Flora Lovers started online business to sell followers in United State of America and Canada.

a. Explain **three approaches** which helps to promote the online business (9 marks)

b. Managing Director of the company claims that the company site is ranked as number three in organic listing, when searches Google using the term 'online flower delivery in USA'. Explain the **mechanism behind the search function in Google** and the common factors that influences current ranking of the website. (16 marks)

Q4.

a. Electronic Wallets are fall into two categories based on where they are stored. List and describe the two categories of electronic wallets by highlighting the differences. (9 marks)

b. Briefly explain the **advantages and disadvantages of electronic cash (e-cash)**. (16 marks)