UNIVERSITY OF RUHUNA
BACHELOR OF SCIENCE (GENERAL) DEGREE
LEVEL III (SEMESTER II) EXAMINATION – JANUARY 2018

COURSE UNIT : COM3252 (E-Commerce and Professional Practices) TIME : 2 Hours

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*Answer only **four** Questions.*

1.

a. State whether each of the following statement is true or false regarding E-Business?
   i. Electronic market place is an online marketplace where buyers and sellers meet to exchange goods, services, money, or information.
   ii. Company that does only sales transactions through the Internet is an E-Business.
   iii. E-Business includes the buying and selling of goods and services, along with providing technical or customer support through the Internet.
   iv. E-business involves digital enablement of transactions and processes within a firm, involving information systems under the control of the firm.
   v. E-Business is a part of E-Commerce.

b. "E-Commerce can be defined from different perspectives such as business process perspectives and collaborative perspectives", explain the statement with suitable examples.

c. Diabetic Care Centre is a professional diabetic healthcare provider. The Diabetes shop at the Diabetic Care Centre provides all pharmaceutical needs of the registered patients and is managed by a qualified professional pharmacist. The Diabetes shop is stocked with all diabetes related items including medicines, glucometers, sugar substitutes and diabetic food items. Recently they introduced electronic system to automate the selling process. The system is connected with Diabetic Care center's information management system which provides patient's details required to manage pharmaceutical orders. Patients can order items online and the shop delivers the ordered items to them. They keep few PCs and a server machine in the shop to run the system. The system also records patient order details and manages sales information.

   i. According to the Steven Alter's business work system framework the business can be described with several key components. List five (05) of these components with examples for each from the above case.

   ii. What is the E-Commerce business type that matched with the business described above?

   iii. Discuss about the degree of digitization of this organization.

d.
  i. What is meant by the term *value proposition*?
  ii. Briefly describe two (02) popular methods of value propositions with suitable example for each.

2.

a. Consider the following business scenario.

A Counseling Service organization has decided to start online counseling service to the community. The organization provides opportunities to two main groups namely professional counselors, and clients to meet each other. The following activities are provided through the online system. A professional counselor can register with the system and provide their availability to the client. The clients also can register with the system and can search for a counselor who can provide expected counseling service.

  i. Propose the two (02) types of revenue models suitable for the above organization. Justify your answer.
  ii. Name two (02) key elements of the business model with respect to this organization except revenue model.
  iii. Explain the suitability of E-Commerce solution for the above organization with two (02) reasons.

b. Compare and contrast content provider model and community provider model in terms of usability and revenue models.

c. Briefly describe the impacts of E-Commerce to the industry structure by using only three (03) forces of Porter's model of competitive strategy.

3.

a. Relate businesses given in (a)i to (a)v with the business models given below. Business Models: Market Creator, Service provider, Portal, Exchanges, E-procurement.

  i. A web site that helps a manufacturing company to organise their procurement process by creating mini-digital markets.
  ii. A vertical digital market that provides opportunity to large number of textile companies to sell their products to customers.
  iii. A website that serves as a point of access to a digital environment by offering aggregated information , advanced search engine facility and links to other websites from diverse sources.
  iv. Priceline Company creates digital environment where buyers and sellers can meet and transact.
  v. Google offers services such as Google Maps and Gmail.

b. Two creative apparel designers start a business of selling thread less customer tailored t-shirts. They launched a website to sell these t-shirts. Customer can input their size and can select the preferred design through the site. Also, this online business provides opportunities to share customers' designs through the site. The dress will be created according to the given requirements. A customer who provides the original design of the dress also earns a commission for each sale.

    i. Which generic business strategy most probably followed by this business. Justify your answer with two reasons.
    ii. Propose suitable revenue models for this business.
    iii. List primary value activities of the business identified in the Porter Value Chain.
    iv. Describe the term value web with respect to the above company.
    v. Which factors help the company to build the competitive advantage over the other companies?

c. Briefly explain the following E-Commerce marketing strategies.
    i. Switching Cost
    ii. Entry Barriers

4.

a. Give two (02) major management challenges of building an E-Commerce site.

b. A ladies accessories shop decided to design a website and their main objectives are listed as follows.

- Display information of goods such as jewelries, hand bags, sunglasses, wallets in an attractive graphical method
- provide product information to customers
- Execute the selling transaction
- Sending alert messages about sales promotions to their registered customers.
- Provide after-sale customer services.

    i. Identify the respective system functionality and system requirement of each objective of this organisation.
    ii. Identify five (05) design features the designers should minimize that may annoy its users.
    iii. Discuss the risks if the company decides to build the web site by them. Assume they don't have a specialized web development team.

c. Explain the use of dynamic page generation tools in web site development.

d. List four (4) dimensions of E-Commerce security and describe them in customer's perspective.

5.

a. A small shop that sells limited textile items uses a special method to receive the credit card payments. Instead of standard card reader, the shop uses mobile

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app with a special card reader. Then the shop charges the payment from the credit card through the mobile app. However, the shop does not produce a receipt to get customer's signature. The customer has to input digital signature and a mobile number to the app. The online receipt will be sent to the customer's mobile.

    i.   Considering the customer view point, comment on the electronic payment method of the shop mentioning the positive and negative issues.

    ii.   Compare and contrast credit card payment of the shop with online credit card payment at online store.

b. Relate the issues given in (a) i to (a) v with the security threat categories given below.

Threat categories: Ransom ware, Cyber vandalism, Spoofing, Pharming, Trojan horse.

    i.   Attempting to hide a true identity by using someone else's e-mail or IP address.

    ii.   A type of malware that locks your computer or files to stop you from accessing them.

    iii.   Program appears to be nonthreatening, but then does something other than expected.

    iv.   Purposely trying to destroy a website.

    v.   Automatically redirecting a Web link to an address different from the intended one.

c. Explain the categorization of cookies based on time duration and the source.

d. Write short notes on the following payment methods.
    i.   PayPal
    ii.   Digital wallet

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