



THE OPEN UNIVERSITY OF SRI LANKA
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
 PROGRAMME
 FINAL EXAMINATION 2018
 E-COMMERCE MCP2601

DURATION THREE (03) HOURS

DATE: 29.12.2018

TIME: 1.30pm - 4.30pm

INSTRUCTIONS

01. Answer Four (04) questions including question (Q1) (compulsory question).
02. Write legibly and be focused.
03. Question No.1 carries 46 marks and questions in Part-B carries 18 marks each.

Part A – Compulsory question.

Q1.

- (a) Read the following paragraph and answer questions (i - vi).

Uber has become one of the buzz words in the society and it has changed the face of ecommerce extensively by challenging many of the existing on demand services in the areas of delivery, transportation services, hotel industry and real estate sector etc. Entirely depending on mobile ecommerce, Uber provides a platform to users to connect with the service providers by acting as an intermediary. Founded in the year 2009 and has grown explosively to over 600 cities in 65 countries with 3 billion drivers.

Uber offers a variety of different services. Among them facilitating transportation are the most common and the popular. There are a variety of transportation modes that you can get through Uber. Depending on your requirement you can select an individual ride or a pooled ride. The drivers can be rated, and drivers too can rate customers. Once you download the app and register with it your details are been saved with the services you obtained.

- i. Uber entirely depends on Mobile platform with the use of smartphones. Describe 3 features that you need to pay attention when operating on mobile platform. (6 marks)
- ii. Perform a SWOT analysis for Uber identifying, strengths, weaknesses, opportunities and threats. (8 marks)
- iii. Identify 3 examples of UBER's operational and service innovations that support the company strengths, which are been driven by technology? (6 marks)

- iv. Describe how Uber can use characteristics of information, reach, richness and affiliation to make an impact on their sales through the app. (3 marks)
- v. Customer stickiness is an important factor that keeps the online users bind to a website. Describe 3 customer relationship management techniques that can be used/already used by Uber. (4 marks)
- vi. It was reported that in the year 2016 a massive data breach was taken place in Uber. Describe 3 measures that Uber can take to prevent such data breaches. (4 marks)

b). Write short notes on the following

- i) Digital cash
- ii) Online transactions
- iii) Cookies
- iv) Hacking
- v) Virtual market place

(@ 3marks × 5 =15 marks)

Part B - Answer any Three (03) questions from the following.

Q2.

- (i) Ebusiness is the transformation of an organization's processes to deliver additional customer value through the application of technologies. Explain how two primary process of **Production processes** and **Internal Management processes** are enhanced by the use of ebusiness. (6 marks)
- (ii) A website can be developed with many perspectives to cater for different needs of the society. Describe three (03) such perspectives that can be adopted with examples. (6 marks)
- (iii) "At present, categorizing an ecommerce website under one particular business model is not appropriate". Critically analyze this statement with examples. (6 marks)

Q3.

- (i) 'Building an ecommerce presence makes your business successful'. Explain 3 steps that you need to follow when planning and building an ecommerce presence. (6 marks)
- (ii) 'Internet marketing has enabled to reach a wider market easier and affordable'. Describe two other benefits of internet marketing. (6 marks)
- (iii) 'With the increased usage of sophisticated mobile devices people are moving from traditional ecommerce to mcommerce'. Write 3 aspects that need attention when moving to mcommerce. (6 marks)

Q4.

- (i) Perform a SWOT analysis for the following scenario.

Home chocos is a wholly owned chocolate production shop that leverages founder's expertise in food science to make hand crafted chocolates with local ingredients. **Home chocos** is a profitable business venture with its premium priced chocolates. Yet, with the increased use of ecommerce, the owner is wondering whether he is losing good market opportunities due to nonpresence in the digital market place. (8 marks)

- (ii) With the decision of **Home chocos** chocolate production shop to go online it wanted to identify a suitable payment mechanism. Suggest two online payment modes that suits **Home chocos** company, with justifications. (5 marks)
- (iii) One of the major success factors in ecommerce is enabling of secure online transactions. Describe how the company can ensure that the **Home chocos** web site is safe for online transactions. (5 marks)

Q5.

- (i) In the past entering to ecommerce has been a very costly effort. Over the time this cost has reduced significantly. Describe 3 reasons for this decline in cost. (6 marks)
- (ii) In ecommerce, security breaches are happening at an alarming rate. Identify a particular security breach incident and explain how it relates to the six dimensions of ecommerce security namely, integrity, nonrepudiation, authenticity, confidentiality, privacy, and availability. (6 marks)
- (iii) Describe three (03) techniques that can be used to maintain Intellectual Property Rights in ecommerce websites. (6 marks)

Q6.

- (i) Discuss three social factors that need to be considered when designing an ecommerce website. (5 marks)
- (ii) Internet marketing through social networking has made a major impact in ecommerce. Discuss advantages and disadvantages of social network marketing. (6 marks)
- (iii) 'Attraction and retention of customers is highly competitive in emarketing'. Describe 3 methods that you can use to attract and retain customers to an ecommerce site. (7 marks)

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