

The Open University of Sri Lanka  
Faculty of Engineering Technology  
Department of Electrical & Computer Engineering



Study Programme	: Bachelor of Software Engineering Honours
Name of the Examination	: Final Examination
Course Code and Title	: <b>EEI6461/ECI6261 Electronic Commerce</b>
Academic Year	: 2017/18
Date	: 09 <sup>th</sup> February 2019
Time	: 0930-1230hrs
Duration	: <b>3 hours</b>

**General Instructions**

1. Read all instructions carefully before answering the questions.
  2. This question paper consists of **Five (5)** questions in **Three (3)** pages.
  3. The **Q1** in **SECTION A** is **COMPULSORY** and select any **THREE (03)** questions from **SECTION B**.
  4. Answer for each question should commence from a new page.
  5. Relevant charts/ codes are provided.
  6. This is a Closed Book Test (CBT).
  7. Answers should be in clear hand writing.
  8. Do not use Red colour pen.
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**SECTION A****Question 01 (Compulsory)**

1. Briefly explain how E-business support is facilitated for successful retail business in Sri Lanka and highlight the ICT challenges faced in Sri Lankan context. [10 Marks]
2. Explain three (3) distribution channels involved in the process of delivering products from factory to the end customer. [6 Marks]
3. Explain five (05) advantages of e-commerce business model over Brick and Mortar Stores. [5 Marks]
4. Describe four (04) key issues of the E-Commerce business model. [4 Marks]
5. A business model describes how a business intends to create value in the market. Explain three (03) components of a business model. [6 Marks]
6. Assume that you're running a well-established retail business which processes through e-commerce. Explain how '**Mobile commerce**' affects your well established retail business. [9 Marks]

**SECTION B**

*Answer any **THREE (03)** Questions*

**Question 02**

- a) Describe four(04) things that you must be taken into consideration when establishing an effective web presence [4 Marks]
- b) Explain in a business context, how SWOT analysis helps to build a sustainable niche in the market. [6 Marks]
- c) Perform a SWOT analysis for the following scenario.

Funny Bunny is a wholly-owned bakery shop that leverages founder Funny Bunny's food science training to create bakery products with organic ingredients and without using any artificial sweeteners. Funny Bunny is a profitable company with its quality breads, but Funny Bunny is wondering if the single store approach isn't limiting their growth. [6 Marks]

- d) What are the benefits and limitations of conducting a SWOT analysis. (Provide two (02) for each) [4 Marks]

**Question 03**

- a) Compare and contrast Packet switching and Circuit switching [5 Marks]
- b) Explain wireless applications which can be used to gain competitive advantage for an e-business. [5 Marks]
- c) What are the advantages of using social media networks for business? [4 Marks]
- d) Explain the business impact of Cloud Computing listing key advantages and disadvantages. [6 Marks]

**Question 04**

- a) Assume that you are the owner of 'Lanka Glitter' online clothing store. Explain how key industry strategic factors can be applied to measure the industry attractiveness of your business. [6 Marks]
- b) Explain how internet marketing benefits the mentioned clothing business in Question 04 (a). [5 Marks]
- c) Briefly explain five (05) steps in the consumer purchasing decision making process. [4 Marks]
- d) Why is it important for a business to study consumer behaviour. Explain with suitable examples. [5 Marks]

**Question 05**

- a) Explain five (05) security threats faced by a business in an e-commerce environment. [5 Marks]
- b) Explain the applicability of Public Key Infrastructure (PKI) to e-commerce. [5 Marks]
- c) What are the basic requirements to implement a payment platform in e-commerce business. [3 Marks]
- d) Explain how big data can be invaluable for e-commerce business owners, for behavioral targeting and dynamic pricing. [7 Marks]

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