

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



Study Programme	: Bachelor of Software Engineering
Name of the Examination	: Final Examination
Course Code and Title	: EEI6561/ECI6261 Electronic Commerce
Academic Year	: 2019/2020
Date	: 24th July 2020
Time	: 0930-1230hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **Six (6)** questions in **Five(5)** pages.
3. SECTION A has **one (1) compulsory question** and that question carry 40 marks.
4. SECTION B has **five (5)** questions. Each question carries 15 marks.
5. Answer compulsory question in SECTION A and any **four (4)** questions from SECTION B.
6. Answer for each question should commence from a new page.
7. This is a Closed Book Test (CBT).
8. Answers should be in clear hand writing.
9. Do not use red colour pen.

SECTION A

Question 01 (Compulsory)

Assume that you are running a long-established retail business store of handicrafts and local products such as cane baskets, batik sarees, traditional food and traditional kitchenware and decided to enhance your business to cater internet users.

- a) Briefly explain how would you gather orders from your customers and process them through e-commerce.

[05 Marks]

- b) It is important for you to be aware of the advantages and disadvantages of switching from a selling at a physical location to using online retailing channels. List two (2) advantages and two (2) disadvantages that you would encounter and discuss possible actions to lessen or eliminate the disadvantages.

[10 Marks]

- c) Briefly explain "Mobile future of e-commerce" and what your business can do to go for mobile ecommerce (m-commerce).

[05 Marks]

- d) List five (05) distribution channels and discuss any two (2) of them that you use in your business.

[11 Marks]

- e) Discuss how the given three (03) processes would enhance in e-business comparing to the experience you have running a long-established retail store.

- i. Production processes
- ii. Customer-focused processes
- iii. Internal management processes

[09 Marks]

SECTION B

Answer any **Four (4)** Questions

Question 02

- a) Complete this table by giving an appropriate example for each type of e-commerce category. The example should demonstrate the uniqueness of each category. You need to write answers for this question in your answer book.

Category	Example
B2C	
B2B	
C2C	
B2G	

[08 Marks]

- b) "Dell Computer uses secure internet connections to share current sales and sales forecast information with suppliers". Discuss how these suppliers could use this information in their businesses and how the technology is being used to access this information.

[07 Marks]

Question 03

- a) Briefly discuss how an e-commerce business hosted and run as a traditional website can switch to a cloud –computing model. Illustrate the proposed deployment using a suitable diagram.

[10Marks]

- b) Critically analyze the business decision taken to move into cloud.

[05 Marks]

Question 04

- a) Briefly explain how the cryptography is useful in e-commerce.

[03 Marks]

- b) Briefly explain and provide examples for different usages of the given encryption algorithms in e-commerce solutions.

- i. Hash coding
- ii. Asymmetric encryption
- iii. Symmetric encryption

[12 Marks]

Question 05

Assume that you are working in the IT team of a popular online clothing store.

- a) Briefly explain how behavioral targeting is used in social media and how you can use this in your business.

[03 Marks]

- b) Assume that you have been asked to prepare a proposal to revamp your existing e-commerce solution incorporating the given new trends in online retailing. Explain how you would implement each trend to enhance your business.

- i. Omnichannel experience
- ii. Shopping with augmented reality
- iii. Shopping with machine learning and artificial intelligence
- iv. Product customization
- v. Social Shopping
- vi. Pop up shops

[12 Marks]

Question 06

- a) Discuss how far that you agree with the statement “The knowledge of legal environment of e-commerce is essential for software engineers”.

[01 Mark]

- b) Briefly explain the following two terms;

- i. Cybersquatting
- ii. Typosquatting

[04 Marks]

- c) Briefly explain how the following factors are achieved in e-payment systems.

- i. Convenience
- ii. Trace-ability
- iii. Repudiation
- iv. Financial risk
- v. Fraud protection

[10 Marks]