THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF ELECTRICAL AND COMPUTER ENGINEERING
FINAL EXAMINATION 2014/2015
BACHELOR OF SOFTWARE ENGINEERING
ECI6261 – Electronic Commerce

Date: 02nd August 2015   Time: 09.30 A.M.– 12.30 P.M.

Instructions to Candidates

1. This question paper contains 8 questions in 04 pages.
2. There are two parts in this paper, Part A and Part B. Part A is compulsory. You need to answer any FOUR (04) questions from Part B.

Part A – Compulsory Question

Q1.

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

YouTube is a video-sharing website. The service was created by three former PayPal Employees in February 2005. YouTube now operates as one of Google's subsidiaries. The site allows users to upload, view, and share videos, and it makes use of WebM, H.264/MPEG-4 AVC, and Adobe Flash Video technology to display a wide variety of user-generated and corporate media video. Available content includes video clips, TV clips, music videos, and other content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program.Unregistered users can watch videos, and registered users can upload videos to their channels. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old.

   i) YouTube is a video-sharing website. What is/are the revenue model(s) of YouTube?

   ii) Briefly explain the Competitive Advantage and a Market Strategy of YouTube.

   iii) State whether you agree or disagree with the following statement. Justify your answer.

   "Typical YouTube viewers accept advertising while watching the videos"

   iv) Read the following statement and briefly explain why this a good solution for YouTube and a poor solution for copyright owners.

   "YouTube's policy of copyrighted material on its site is simply agrees to remove the content when alerted of its existence."

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v)   Assume you wanted to use YouTube videos as a marketing tool to establish your brands. Write two concerns would you have about using YouTube?

(20 marks)

a) State whether the following statements are TRUE or FALSE. Briefly justify your answer.

i)   A computer with anti-virus software protected from all viruses.

ii)   In order to make sense out of Big Data, firms turn to sophisticated software called business analytics (or Web analytics) that can identify purchase patterns as well as consumer interests and intentions in milliseconds.

iii)   Competitive advantage is that differentiate the business from its competition, enabling it to provide a superior product at a lower cost.

iv)   Encryption is the process of transforming plain text or data into cipher text that cannot be read by anyone other than the sender and the receiver.

v)   Clickstream analysis typically uses the Web server log files to monitor and measure website activity.

(20 marks)

Part B - Answer any Four (04) questions from the following

Q2.

i) Briefly explain the four major limitations of today's Internet.

(04 marks)

ii) List three main limitations on the growth of e-commerce? Which is the toughest limitation to overcome?

(04 marks)

iii) Why is it difficult to categorize e-commerce business models? Give two reasons.

(04 marks)

iv) There are eight key components of an effective business model. Briefly explain "*revenue model*".

(03 marks)

Q3.

i) Define the systems development life cycle involved in creating an e-commerce site.

(05 marks)

ii) E-Commerce sites are costly to maintain? Discuss the main factors that affect cost?

(07 marks)

iii) What are the three main factors to consider when choosing the best platform for your e-commerce site?

(03 marks)

Q4.

i) Write two of the key attributes of a good domain name? Give an example for each.

(04 marks)

ii) State the main differences between single-tier and multi-tier site architectures?

(03 marks)

iii) Firm can take different steps to optimize its search engine rankings. List three of them.

(03 marks)

iv) Name and briefly explain three disadvantages of using cash as a form of payment for e-commerce.

(05 marks)

Q5.

    i)   Illustrate the main vulnerable points in an e-commerce transaction.

                    (06 marks)

    ii)   Explain the reasons why an e-commerce site might not want to report being the target of cyber criminals.

                    (02 marks)

    iii)   Identify five steps in developing an e-commerce security plan. Discuss two of them.

                    (07 marks)

Q6.

    i)   Issues raised by Internet and e-commerce can be viewed at individual, social, and political levels. Name four major categories of issues.

                    (04 marks)

    ii)   Write a half-a-page essay on 'Intellectual Property Protection" in e-commerce.

                    (05 marks)

    iii)   Explain the Business use of social networks

                    (06 marks)

Q7.   Compare and contrast the following concepts using suitable examples.

    i)   Intranets and Extranets
    ii)   Virtual merchants and bricks-and-clicks firms
    iii)   Firewalls and proxy servers and their security functions
    iv)   Logical design and a physical design in system design
    v)   Physical goods and Digital goods

                    (15 marks)

Q8.   Select 05 of the topics given in the following list and write short notes.

    i)   SWOT Analysis
    ii)   Public Key Encryption
    iii)   Digital Certificates and Certification Authorities
    iv)   Facebook Marketing Tools
    v)   Search engine optimization (SEO)
    vi)   Web 2.0 Features and Services
    vii)   Multi-Channel Integration in e-commerce
    viii)   Social Media Marketing
    ix)   Responsive Web design
    x)   Online Payment Systems

                    (15 marks)

END OF PAPER