# THE OPEN UNIVERSITY OF SRI LANKA
## Faculty of Engineering Technology
## Department of Electrical & Computer Engineering

### Bachelor of Software Engineering Honours

**Final Examination (2016/2017)**
**ECI6261: Electronic Commerce**

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**Date: 30th November 2017 (Thursday)**   **Time: 9:30 am – 12:30 pm**

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1. *This is a **CLOSED BOOK** examination.*
2. *This question paper contains six (06) questions. (SECTION A- 1 Question and SECTION B- 5 Questions)*
3. *The **Q1 in SECTION A** is **COMPULSORY** and select any **FOUR (04)** questions from **SECTION B**.*

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## SECTION A

### Question 01 *(Compulsory)*

a) e-business is the transformation of an organization's processes to deliver additional customer value through the application of technologies.

Explain the following three (03) primary processes enhanced in e-business.

    i. Production processes

    ii. Customer-focused processes

    iii. Internal management processes **[6 Marks]**

b) Distribution is a process of moving product from factory to the consumer.

Explain five (05) different distribution channels. **[10 Marks]**

c) While it may appear that e-commerce is a good choice to solve the business problems, there are still a number of disadvantages to switching from selling at a physical location to using online retail sales channels. Explain five (05) disadvantages for e-commerce Over Brick and Mortar Stores. **[10 Marks]**

d) Assume that you're running a long-established retail business and you have a website for gathering orders from your customers and processing them through e-commerce. Explain the 'Mobile future of e-commerce' and what you can do to go for mobile commerce (m-commerce). **[14 Marks]**

## SECTION B

*Answer any FOUR (04) Questions*

### Question 02

a) Compared to more established wired services, wireless technology brings added convenience and mobility to computer networks. Explain three (03) technologies provide to wireless connectivity. **[3 Marks]**

b) Packet switching is an alternative to circuit switching protocols used historically for telephone networks and sometimes with ISDN connections. Explain what packet switching offers compared to circuit switching. **[5 Marks]**

c) Cloud computing is a big shift from the traditional way businesses think about IT resources. Explain five (05) reasons why organizations are turning to cloud computing services. **[7 Marks]**

### Question 03

a) Explain why an e-commerce presence is important for a business. **[3 Marks]**

b) Building an e-commerce presence make your business successful. Explain five (05) steps that you need to follow when planning an e-commerce presence. **[5 Marks]**

c) Optimization based on the page content can be defined as "measures that can be taken directly within the website in order to improve its position in the search engine rankings." Explain five (05) 'On Page Optimization' factors. **[7 Marks]**

### Question 04

a) Describe three (03) advantages of using social networks for business. **[3 Marks]**

b) What are the benefits and limitations of conducting a SWOT analysis? (Provide three (03) for each) **[5 Marks]**

c) Perform a SWOT analysis for the following scenario.

Ma's Ice Cream is a wholly-owned ice cream shop that leverages founder Ma's food science training to create hand crafted ice cream with local ingredients. Ma's company is profitable with its premium priced cones, but Ma's Ice Cream is wondering if the single store approach isn't limiting their growth. **[7 Marks]**

## Question 05

a) Internet marketing has made reaching a wider market easier and more affordable. Write three (03) other benefits of internet marketing. **[3 Marks]**

b) Explain why it is important for marketers to study consumer behavior. **[5 Marks]**

c) Perform an analysis of *key industry strategic factors* for the following scenario.

'SAAS' is a Sri Lankan company that sells furniture and home accessories. The furniture is modern and ready to assemble. As of 2014, it was the biggest retailer of furniture in the world. It was created in 1987 by Saman Kumara. In addition to simplistic furniture design and eco-friendly solutions, the company is known to control costs, focus on operational details and efficiency and a continuous focus on new product development. This strategy has allowed SAAS to maintain its low costs over the years. At present, there are 300 SAAS stores in 25 countries. **[7 Marks]**

## Question 06

a) Explain what Encryption is. **[3 Marks]**

b) Public Key Infrastructure (PKI) is a good practice for secure communications. Explain applicability of PKIs to e-commerce. **[5 Marks]**

c) Big data has become synonymous with e-commerce analytics. Big data can be invaluable for e-commerce business owners, for a variety of reasons. Briefly explain following reasons.

    i. Behavioral Targeting
    ii. e-commerce Personalization
    iii. Dynamic Pricing **[7 Marks]**

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