

THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
PROGRAMME
FINAL EXAMINATION 2009 DECEMBER
E – COMMERCE –MCP2601
DURATION THREE (03) HOURS



DATE: 17.12.2009

TIME: FROM 9.30 A.M. TO 12.30 P.M.

INSTRUCTIONS

01. Answer FIVE (05) questions only including the compulsory question (Q1).
02. Write legibly and to the point.

Q1.

- a). Name and describe five services currently available through web.
- b). At present there are a large number of search engines which provide you with links for the information you asked for. Most of these search engines are based on keyword comparison mechanisms. Yet, extracting the specific information you really want is a tedious work of browsing the links given. You have been asked to develop a search engine that will provide a more efficient and customized search. Describe the features that you will incorporate to your customized search engine.
- c). Other than search engines, what are some of the most popular uses of the internet?
- d). At present electronic fund transfer is a very common mode of payment for goods as well as for services obtained.
 - 1.) State what you mean by electronic fund transfer.
 - 2.) What are the risks involved in Electronic Payment Systems?
 - 3.) Briefly describe two mechanisms that you can use to reduce the risks involved in electronic payment systems.

(40 marks)

Q2.

- a). Describe the five primary revenue models used by e-commerce firms.
- b). Imagine that ABC Company is having many branches, sales outlets and stores all around the world and is based on traditional commerce. Describe how you would motivate the company to be networked and go for e-commerce instead of traditional commerce.

(15 marks)

Q3.

- a). Define disintermediation and explain the benefits to internet users of such a phenomenon. How does disintermediation impact friction free commerce?
- b). What are some of the major advantages and disadvantages of being first mover?

(15 marks)

Q4.

- a). Discuss the E-commerce Architecture and its components in detail with the help of a diagram.
- b). The conduct of Entrance examination of the Sri Lanka Technical college is never an easy task due to high student number and due to conducting at different centers which are distributed all over the country. Controversies are part and parcel of the system. Suggest a computer based information system to enable the proper conduct of the entrance examination. Explain the advantages and disadvantages of the proposed system.

(15 marks)

Q5.

- a). Describe different ways that a company can display online banner ads.
- b). What kind of products are most suited to being advertise online?
- c). Compare and contrast online advertising with offline advertising.

(15 marks)

Q6.

- a). What are the essential components of a 3-tier client server?
- b). In the past era traditional vendors have enjoyed a power advantage over consumers. With the emergence of e-business strategy this monopoly has changed. Briefly discuss how e-business has contributed to change this monopoly from the customer point of view.
- c). Briefly describe different mechanisms used by commercial websites/companies to collect information about the customers that browse their webpages.

(15 marks)

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