



THE OPEN UNIVERSITY OF SRI LANKA  
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION  
 PROGRAMME  
 FINAL EXAMINATION 2012  
 E – COMMERCE MCP2601  
 DURATION THREE (03) HOURS

---

DATE: 22.12.2012

TIME: 9.30am to 1.30pm

---

**INSTRUCTIONS**

01. Answer Four (04) questions including the compulsory question (Q1).
  02. Write legibly and to the point.
  03. Question No. 1 carries 46 marks and questions in Part-B carries 18 each.
- 

**Part A – Compulsory question.**

**Q1**

Oxfam is a well known name coined with charity work and it has been in operation for more than 60 years. In the 1960s, Oxfam began to generate significant revenues from its retail stores with the help from dedicated volunteers and donors. These shops, located throughout Great Britain, accept donations of goods and handcrafted items from overseas for resale.

In 1996, Oxfam opened a web site to provide information about its efforts to supporters and potential donors. The web site included detailed reports on Oxfam's work, past and present, and allow site visitors to make donations to the organization with a continuing relationship by making regular donations. In exchange, it provides regular updates about its activities on the website and through an e-mail monthly newsletter. The web site includes a sign-up page for the e-mail news letter, which goes out to more than 200,000 supporters.

For one of the projects Oxfam found that it's capacity is not enough and it decided to use email to mobilize support for the project. Oxfam planned an e-mail campaign that would send three e-mails in HTML format to supporters on its existing e-mail list over a six week period.

The first email included photos of the specific project along with text that describes the purpose of the project. The email included links into two places that took recipients to a web page that had been created specifically to receive visitors responding to that email message. The web page allowed visitors to make a donation and asked for their email addresses to update the customers. A second email was sent two weeks later to addresses on the list that had not yet responded. This second email included a video file that played automatically when the email was opened. The video briefs the work done by the Oxfam and requests for more donations. This second email included three links that led to the web page created for the first email. After another two weeks later a final email was sent to addresses on the list that had not responded to either of the first two emails. The third email contained a audio recording from Oxfam's executive director making an appeal for more donations along with examples of which aid items could be provided for specific donation amounts.

Oxfam's three part email campaign was considered a success by direct marketing standards with an increase in responses from recipients for each successive email. Thereby Oxfam managed to generate considerable amount of income for the project.

(source Ecommerce, Strategy, Technology and Implementation by Gary P. Schneider)

Based on the above scenario answer the following questions.

- (i) Describe three essential features that should be incorporated in a web site such as in Oxfam's with a view to meeting organizational objectives.
  - (ii) Briefly describe how Oxfam web site can generate more revenue.
  - (iii) Explain a method that can be used by Oxfam to increase its email list.
  - (iv) Describe advantages and disadvantages of using different formats (other than plain text) in this type of email campaigns.
  - (v) Since there will be many transactions taking place using the Internet, describe two security measures that can be adapted by Oxfam web site to ensure a secure transaction.
- (46 marks)

**Part B - Answer any Three (03) questions from the following.**

**Q2**

- (i) Explain the two terms **e-commerce** and **eGovernment** and how they relate to each other.
- (ii) Describe essential features that should be contained in any e-commerce website that perform transactions.
- (ii) The government is proposing to convert Sri Lanka into a knowledge hub. Describe 5 limitations that the government has to overcome in terms of ICT in achieving the said proposal.

(18 marks)

**Q3**

- (i) Describe how an organization can make an impact on its value chain by investing on a successful e-commerce site?
- (ii) The continuous growth and improvement of the WWW is a booster for the rapid expansion of e-commerce. Explain using examples how the features in WWW can be used for enhancing e-commerce activities.
- (iii) Using appropriate examples briefly explain how push technology can be used for e-commerce.

(18 marks)

Q4

FastMobile is a new Web based Mobile phone company that sells a variety of mobile products (handsets, contracts and services). Since the company is new to e-business the management decided to get the services of a consultant before launch of FastMobile. Assume that you are the consultant appointed for the FastMobile company.

- (i) Describe three (03) off-line and on-line marketing campaigns for FastMobile clearly indicating the reasons and justifications for each campaign you propose.
- (ii) Describe two (02) B2C business models that can be adapted by the FastMobile.
- (iii) Explain the advantages and disadvantage to a customer when joining the FastMobile using emails.

(18 marks)

Q5

LearnWell Education Institute is planning to launch an e-commerce site so that they can offer their activities to online community as well. Basically they look forward to offer some of their programmes online and attract more students.

- (i) Describe three (03) ethical measures that the Institute should adhere to when conducting their courses online.
- (ii) Describe three (03) modern technological features that the Institute can adapt to verify the identity of a student and the integrity of the work done.
- (iii) What measures can be adapted by the LearnWell Institute to maintain privacy of the students registered with them? Explain.

(18 marks)

Q6

- (i) Explain the following terms with an example.
  - (a) Cybersquatting
  - (b) IP address
  - (c) Hacking
- (ii) Briefly describe different mechanisms used by commercial websites to collect information about the customers that browse their webpages.
- (iii) Maintaining customer relationship is vital in e-commerce also. Explain the techniques that you can use to maintain a positive relationship with the customer.

(18 marks)

Copyrights Reserved