The Open University of Sri Lanka
Bachelor of Software Engineering
Department of Electrical and Computer Engineering
ECI 6261 – Electronic Commerce
Final Examination 2013/2014

Date: 02.09.2014	Time: 14.00 – 17.00hrs

Instructions to Candidates

1. This question paper contains eight (08) questions in 4 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).
Amazon.com is one of the leading online bookshops, which contains an enormous number of books at any moment. It was believed that having a wide selection of books was an important point to create a network economic effect.

The structure of the supply side of the book business was equally important to Amazon.com's success. Early customers were encouraged to submit reviews of books. These reviews were published with the publisher's information about the book and with reviews written by Amazon.com employees. This customer participation served as a substitute for the corner bookshop staff's friendly advice and recommendations. It was identified the power of the internet in reaching, highly focused market segments, but later on Amazon realized the high competition from other bookstores. Therefore, Amazon launched several e-promotional campaigns.

(i)   Amazon.com is a virtual book store. Discuss the advantages and disadvantages of having only a web presence compared to having both a physical and web presence.   (6 marks)

(ii)   Describe how Amazon can use social networking to enhance their Customer Relationship Management (CRM).   (6 marks)

(iii)   Describe three (03) security measures that can be adopted by Amazon's web site to ensure secure transaction for customers.   (6 marks)

(iv)   Describe how Amazon.com can protect the Intellectual property rights of Authors.   (6 marks)

(v)   Describe four (04) e-promotional techniques that can be adopted by Amazon.   (6 marks)

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

(i) Global reach, customer feedback data and the potential market to an array of products are all reasons why owners are marketing their business on-line.

(ii) Opt-out option provides better protection of personal requirements compared to opt-in model.

(iii) Outsourcing of e-commerce web site development is always a positive action irrespective of the confidentiality of the data.

(iv) An organization using buy-side e-commerce is more effective in maintaining re-order levels of the goods.

(v) Highly sensitive data with a high risk for security threats is easy to protect and maintain.

(2marks × 5 =10 marks)

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

Q2.

(i) Using a suitable example distinguish between the concepts of e-commerce and e-business. (4 marks)

(ii) Imagine that XYZ Company, marketing electronic goods 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. (6 marks)

(iii) It is identified that the technology is moving fast and there is a healthy growth rate of internet users in Sri Lanka. However, actual e-commerce transactions are at a low percentage in Sri Lanka. Critically analyze this statement. (5 marks)

Q3.

(i) Describe two services offered for a fee in e-commerce sites with real world examples. State the advantages and disadvantages of these services. **(5 marks)**

(ii) "Present e-commerce sites are moving towards developing customer centric web sites, yet it is very difficult to accomplish". Using an example critically analyze this statement. **(5 marks)**

(iii) Advertising on the web is a currently very popular method. Compare and contrast online advertising with offline advertising. **(5 marks)**

Q4.

(i) At present m-commerce is very popular due to development in technology. Describe the advantages of m-commerce over traditional e-commerce. **(5 marks)**

(ii) Describe three (03) primary revenue models used by e-commerce firms. **(5 marks)**

(iii) Describe three (03) online monetary transaction methods in e-commerce sites. **(5 marks)**

Q5.

(i) Briefly describe the five (05) essential elements of a security policy. **(7 marks)**

(ii) What technical measures can be taken by Internet users to protect their privacy and data? **(4 marks)**

(iii) Describe how customer profiling can be used for efficient and effective marketing. **(4 marks)**

Q6.

(i) The usual supply chain is being changed due to e-commerce. Critically analyze the given statement. **(5 marks)**

(ii) Briefly describe different mechanisms used by commercial websites/companies to collect information about the customers that browse their webpages. **(5 marks)**

(iii) Web 2.0 facilitates social networking to a great extent. Describe advantages and disadvantages of using web2.0 social networking abilities to do marketing in e-commerce. **(5 marks)**

Q7.

OpenLearn Education Institute is planning to launch an e-commerce site to capture an online global student community. Basically they look forward to offer some of their current programmes online.

(i) Describe three (03) ethical measures that the Institute should adhere when conducting their courses online. (5 marks)

(ii) Describe three (03) modern technology features that the Institute can adapt to verify the identity of a student and the integrity of the work done. (5 marks)

(iii) Describe the measures that the OpenLearn Institute can adhere to maintain the privacy of the students registered with them. (5 marks)

Q8.

(i) Write short notes on the following with examples.
  a. Cybersquatting
  b. Hacking
  c. Cookies

(3 marks × 3= 9 marks)

(ii) Describe different communication channel threats and the actions that can be taken to avoid such threats. (6 marks)