THE OPEN UNIVERSITY OF SRI LANKA
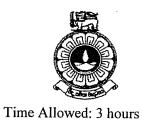Faculty of Engineering Technology
Department of Electrical and Computer Engineering
Bachelor of Software Engineering

ECI6261 - Electronic Commerce

Final Examination – 2015/2016

Time Allowed: 3 hours

DATE: 08ᵗʰ December 2016   **TIME: 09.30 a.m – 12.30 p.m**

Instructions to Candidates

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 question 1 in SECTION A is **COMPULSORY** and select **any FOUR (04)** questions from SECTION B.

SECTION A

Question 01 *(Compulsory)*   **[40 Marks]**

1. Assume that you have been hired as a business development manager of a leading super market. Write a short report about "E-business for successful retail trade in Sri Lanka" specially highlighting the ICT challenges faced in Sri Lankan context. To be presented to the senior management of the company   **[15 Marks]**

2. A business model is a description of how a business intends to create value in the market.

   i. Explain five (5) components of a business model.   **[5 Marks]**

   ii. Describe four (4) key issues of the E-Commerce Business Model.   **[5 Marks]**

3. Big data CRM (Big data Customer Relationship Management) refers to the practice of integrating big data into a company's CRM processes with the goals of improving business. Explain CRM in the age of big data with examples.   **[15 Marks]**

SECTION B

Answer any FOUR (04) Questions

Question 02

a) Compare and contrast *Packet switching* and *Circuit switching.* [3 Marks]

b) Discuss the wireless application which can be used to gain competitive advantage for an organization conducting e-business in an industry of your own choice.

[6 Marks]

c) There are many benefits of switching to a cloud-computing model, List down *"The Business Impact of the Cloud"* with advantages and disadvantages of Cloud Computing. [6 Marks]

Question 03

a) Explain why an E-commerce presence is important for small businesses. [3 Marks]

b) Discus five (5) things that must be taken into consideration by any company wishing to establish on effective web presence by attracting customers, building loyalty and trust. [5 Marks]

c) SWOT Analysis is a useful technique for understanding any business. Explain in a business context, how SWOT analysis helps to carve a sustainable niche in the market. [7 Marks]

Question 04

a) Use of social networks for doing business has become very common at present. Describe four (04) advantages of using social networks for business. [3 Marks]

b) Explain four (4) main types of online retail business models with barriers to growth in e-tailing. [5 Marks]

c) With regard to an online bookstore, explain how key industry strategic factors can be applied to measure the industry attractiveness.

[7 Marks]

Question 05

a) Explain five (5) steps in the consumer purchasing decision process. [3 Marks]

b) The online marketing strategy you choose will increase your e-commerce site visibility. List six (6) different types of Online Marketing Strategies. [5 Marks]

c) Briefly explain how psychological, cultural, and social factors affect to consumer behavior with suitable examples. [7 Marks]

Question 06

a) Write six (6) common security threats in the E-commerce environment. [3 Marks]

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

c) Specify three (3) basic requirements for the implementation of payment platforms on the internet. [3 Marks]

d) Write down the steps in processing a credit card order for goods or services over the internet. [4 Marks]

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