

29 APR 2015

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

FINAL YEAR - FIRST SEMESTER EXAMINATION IN BACHELOR OF COMMERCE

2012/ 2013 (APRIL 2015)

(SPECIAL REPEAT)

COM 4023 E-COMMERCE

Answer all questions

Time: 03 Hours

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01. i. Why is not the Internet overloaded? Will it ever be at capacity?
(04 Marks)
- ii. Compare the costs for system development and system maintenance. Which is more expensive, and why?
(04 Marks)
- iii. Name the five stages in the buyer decision process and briefly describe the online and offline marketing activities used to influence each.
(04 Marks)
- iv. Briefly explain how public key cryptography works. How does the addition of a digital signature change the process?
(04 Marks)
- v. How do biometric devices help improve security? What particular type of security breach do they particularly reduce?
(04 Marks)
- (Total 20 Marks)
02. i. What is a marketplace?
(04 Marks)
- ii. Compare online and traditional transactions in terms of richness.
(04 Marks)
- iii. Name three of the business consequences that can result from growth in information density.
(04 Marks)
- iv. What are the major limitations on the growth of e-commerce?
(04 Marks)
- v. Define disintermediation and explain the benefits to Internet users of such a phenomenon. How does disintermediation impact friction-free commerce?
(04 Marks)
- (Total 20 Marks)

03. i. What are some of the major advantages and disadvantages of being a first mover? (04 Marks)
- ii. Why is a multidisciplinary approach necessary if one hopes to understand e-commerce? (04 Marks)
- iii. What are the eight key components of an effective business model? (04 Marks)
- iv. Describe the five primary revenue models used by e-commerce firms. (04 Marks)
- v. Why is targeting a market niche generally smarter for a community provider than targeting a large market segment? (04 Marks)
- (Total 20 Marks)

04. i. Would you say that Amazon and eBay are direct or indirect competitors? (04 Marks)
- ii. What are some of the specific ways that a company can obtain a competitive advantage? (04 Marks)
- iii. Why is it difficult to categorize e-commerce business models? (04 Marks)
- iv. Besides news and articles, what other forms of information or content do content providers offer? (04 Marks)
- v. What is a reverse auction? What company is an example of this type of business model? (04 Marks)
- (Total 20 Marks)

05. i. How have the unique features of e-commerce technology changed industry structure in the travel business? (04 Marks)
- ii. Who are the major players in an industry value chain and how are they impacted by e-commerce technology?

(04 Marks)

iii. What are the three basic building blocks of the Internet?

(04 Marks)

iv. Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site.

(04 Marks)

v. What are the three main factors to consider when choosing the best hardware platform for your Web site?

(04 Marks)

(Total 20 Marks)