

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
FINAL YEAR - FIRST SEMESTER EXAMINATION IN BACHELOR OF COMMERCE
2013/ 2014 (DECEMBER 2015/ JANUARY 2016)
(PROPER/ / REPEAT)

COM 4023 E-COMMERCE



Answer all questions

01. 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)**
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02. i. What are some of the unique features of e-commerce technology? **(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)**

03. i. What is a reverse auction? What company is an example of this type of 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. Explain how packet switching works. (04 Marks)
- iv. What are some of the new wireless standards, and how are they relevant to Internet II? (04 Marks)
- v. Why isn't the Internet overloaded? Will it ever be at capacity? (04 Marks)
- (Total 20 Marks)

04. i. Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site. (04 Marks)
- ii. Why is system testing important? Name the three types of testing and their relationship to one another. (04 Marks)
- iii. Why is a Web site so costly to maintain? Discuss the main factors that impact on the cost? (04 Marks)
- iv. What are the three main factors to be considered when choosing the best platform for a Web site? (04 Marks)
- v. What are the eight most important factors that impact in design a web site, and how do they affect the web site's operation? (04 Marks)
- (Total 20 Marks)

05. i. Briefly explain how public key cryptography works. (04 Marks)
- ii. Explain why an e-commerce site might not want to report being the target of cybercriminals. (04 Marks)

iii. How does spoofing threaten a Web site's operations?

(04 Marks)

iv. Name the five stages in the buyer decision process and briefly describe the online and offline marketing activities used to influence each.

(04 Marks)

v. How do biometric devices help to improve security? What particular type of security breach do they particularly reduce?

(04 Marks)

(Total 20 Marks)