

CONFIDENTIAL



**INDIVIDUAL PROJECT WORK
SEPTEMBER/OCTOBER SEMESTER 2020**

**BACHELOR OF COMPUTER SCIENCE (HONS.)
(IN COLLABORATION WITH IUKL)**

**INTRODUCTION TO E-COMMERCE
(CSC 1020)**

MATRIC NO. :

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IC. / PASSPORT NO. :

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LECTURER : **NAVIN DUWADI**

GENERAL INSTRUCTIONS

1. This question booklet consists of 2 pages including this page.
2. There is one **SECTION** in this question booklet.
3. Please submit project in **SOFT COPY FORMAT** in A4 size paper.
- 4. The DEADLINE FOR SUBMISSION is on 1ST FEBRUARY.**
- 5. Presentation Week: 2nd Feb-12th Feb**



(20 marks)

Choose any e-commerce company. Visit its website or mobile app and prepare a power point presentation regarding business activities and technology used in that company.

(Hint: answer these questions with relevant explanation)

- a) Which of the features does the company implement well and which features poorly?
- b) Identify different types of e-commerce have been used.
- c) Discuss the types of business models being used with explanation.
- d) Give your opinion on what type of strategy a company can take to provide better services.
- e) What are the new technologies company has implemented?
- f) Explain the various marketing and advertising techniques used?

Allotted time for Presentation: 5 minutes

***** END OF QUESTIONS *****