ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)
Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION   WINTER SEMESTER, 2019-2020
DURATION: 1 Hour 30 minutes   FULL MARKS: 75

CSE 4531: E-Commerce and Web Security

Programmable calculators are not allowed. Do not write anything on the question paper.
There are **4 (four)** questions. Answer any **3 (three)** of them.
Figures in the right margin indicate marks.

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1. Mr. Hasan is a renowned chef in Boardbazar, who owns the famous restaurant named **"Dhaka Kabab House (DKH)"**. To upgrade his business, he is planning to step on the E-Commerce domain. He wants to start home delivery service from both the web and mobile apps. He wants to have his own delivery team whereas established food delivery services like "HataoFood", "KuberEats", "MealPanda" are already competing the market and restaurants like "HelloBurger", "PizzaStart", "Burger&Pizza" have free delivery services. Mr. Hasan has a large customer base specially among IUTians and other local peoples. His team is very experienced in restaurant business but not in technology. Though it is a challenging goal to achieve with his moderate capital, Mr. Hasan loves taking challenges.

   a) Prepare a possible business model of "Dhaka Kabab House" discussing the key elements.   16

   b) What are some possible options Mr. Hasan can exploit if he runs out of his *Seed Capital*?   5

   c) How do *Venture Capitalists* differ from *Angel Investors*?   4

2. a) What is e-commerce? What are some of the unique features of e-commerce technology?   2+8

   b) Provide possible revenue models and real life examples for the following B2C business models: 9
      i. E-tailer
      ii. Portal
      iii. Community Provider
      iv. Content Provider
      v. Transaction Broker

   c) Categorize e-commerce by the nature of the market relationship with appropriate example.   6

3. a) Suppose, DKH has recruited a tech team lead by you. You are in charge of developing DKH's   4+2+2
   e-commerce presence. Consider your options for building the company's e-commerce presence in-house with existing stuffs, or outsourcing the entire operation. Choose a suitable strategy for your approach with proper justification. What problems you may face?

   b) What are the main factors to consider when developing an e-commerce presence?   5

   c) Prepare a SWOT analysis of DKH's business plan.   8

   d) What are the advantages and disadvantages of mobile first design?   4

4. a) What are some of the major limitations of today's Internet?   5

   b) What are the potential capabilities of the Internet of the future? Discuss some features that can   7
   be useful for the business plan of DKH.

   c) What are the eight most important factors impacting website design, and how do they affect a   8
   site's operation?

   d) List a few e-commerce website features that annoy the customers.   5