



**RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES, MIHINTALE**

B.Sc. in Information and Communication Technology

Fourth Year Semester I Examinations –Oct/Nov 2015

ICT4306 E-Commerce

Time: THREE(03) hours

Answer ALL questions.

Question 1 (25 marks)

- (i) First Mover Advantage did not work with the first wave of e-commerce. Explain.
[6 marks]
- (ii) What is unique in the third wave of e-Commerce compared to first and second waves?
[7 marks]
- (iii) Business to Business (B2B), Business to Consumer (B2C) and Consumer to Consumer (C2C) are three different types of e-Commerce approaches. Explain each by taking a suitable example from Sri Lankan e-Commerce industry.
[12 marks]

Question 2 (25 marks)

- (i) What is Electronic Data Interchange? Explain with a suitable example of a project
[6 marks]
- (ii) E-Commerce helps to reduce operational cost and increase sales. However, the capital investment for e-Commerce can still be a significant concern for small-to-medium scale enterprises (SMEs) in Sri Lanka. What are consequences of the opportunity cost of not having e-Commerce for these Sri Lankan SMEs? Explain.
[8 marks]
- (iii) Value chain analysis help to see where we can put e-Commerce to increase efficiency and reduce cost in business activities. Explain how B2C and B2B activities get benefited by Value chain analysis.
[8 marks]
- (iv) What is meant by Channel Conflict? Explain.
[3 marks]

Question 3 (25 marks)

Abarana is a jewellery chain in Sri Lanka with a particular operational focus on Greater Colombo area and nearby towns. The owner of Abarana is having two business propositions: a) to expand the business to other regions following the same business practice b) to introduce a complete e-Commerce solution for its customers and restructure the business intending to expand its operational area within the country. It is evaluated that both options require equal financial investments and commitments to implement. You have been appointed as the e-Commerce expert for Abarana.

- (i) Considering Sri Lankan demographic, technical, social and economic factors rate these two business propositions for their viability. (You may consider the opportunity cost for each option as well). [4 marks]
- (ii) What are the revenue models that Abarana can utilize if it selects to introduce an e-Commerce solution? Justify your views. [6 marks]
- (iii) Explain the Total Cost of Ownership of this e-Commerce option for Abarana Jewellers. You must explain all the assumptions you make. [5 marks]
- (iv) Prepare a brief e-Commerce project plan for Abarana Jewellers. You should indicate all important planning steps in your answer. [10 marks]

Question 4 (25 marks)

- (i) Can we have an effective e-Commerce experience without online payment options? Discuss. [5 marks]
- (ii) Describe the following with suitable examples with respect to card payments
 - a. Closed Loop card payment systems
 - b. Back-end Processor
 [2 x 4 = 8 marks]
- (iii) What do you think about the influence of electronic cash on e-Commerce? Discuss. [6 marks]
- (iv) What is known as Phishing attack? Suggest a counter measure for e-Commerce applications. [6 marks]
