



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

**B.Sc. (Four-year) Degree in Information and Communication Technology**  
**B.Sc. (Four-year) Degree in Applied Sciences**  
**Fourth Year - Semester I Examination – June/July 2018**

**ICT 4306 – E-Commerce**

**Time: Two (02) hours**

**Answer ALL questions.**  
**This is a closed book examination**

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**Question 1 (30 marks)**

- (i) Can we consider e-Commerce as an extended version of traditional commerce? Explain with suitable examples to support your answer  
[6 marks]
- (ii) Is Sri Lanka ready for the third-wave e-Commerce technical demands? What are the key areas that limit Sri Lankan e-Commerce development in the third wave.  
[10 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.  
[9 marks]
- (iv) Should Sri Lankan businesses promote channel conflict by investing in to respective e-Commerce offers? Suggest a suitable strategy to overcome channel conflict.  
[5 marks]

**Question 2 (30 marks)**

- (i) Unlike traditional modes of commerce, when a dispute occurs between the buyer and seller it is challenging to arbitrate the matter in e-commerce using established commercial law of a country. Describe this challenge in detail.  
[8 marks]

- (ii) Although there is considerable difficulty in resolving a dispute in e-commerce as in i) above, millions of buyers and sellers are comfortable with the existing e-commerce dispute resolution arrangements. Explain two reasons for this observation.  
[8 marks]
- (iii) Even without resolving the dispute legally, buyers can try alternative approaches to have more bargaining power compared to sellers. Describe two of such methods in detail.  
[8 marks]
- (iv) Modifications happened to some of the industrial value chains due to e-Commerce were fatal to certain successful businesses in those value chains. Take one example of such business and critically evaluate the impact they had.  
[6 marks]

**Question 3 (40 marks)**

University Grants Commission (UGC) is the authorised entity to regulate and promote state and non-state degree awarding institutes. Observing the current demand for affordable degree level educational opportunities for school leavers, UGC has decided to explore the viability of conducting a selected set of degree programs in complete virtual mode. Prospective students must pay for each course module of their choice and once they successfully complete the required courses for a given degree they will be awarded with the particular degree. UGC expects to implement this concept as an e-commerce solution. You have been appointed as the e-Commerce expert to advise UGC in this planned e-commerce project.

- (i) Considering Sri Lankan demographic, technical, social and economic factors rate this news business proposition for its viability. (You may consider the opportunity cost for the given option as well).  
[5 marks]
- (ii) What are the revenue models that UGC can utilize for this e-Commerce solution? Justify your views.  
[10 marks]
- (iii) Explain the Total Cost of Ownership of this e-Commerce option for UGC. You must explain all the assumptions you make.  
[5 marks]
- (iv) What practical challenges will UGC experience when implementing this e-commerce solution? Discuss.  
[5 marks]
- (v) Prepare a brief e-Commerce project plan for UGC. You should indicate all important planning steps in your answer.  
[15 marks]