



06

13

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

B.Sc. (Four year) Degree in Information and Communication Technology

B.Sc. (Four year) Degree in Applied Sciences

Fourth Year Semester I Examinations –Oct/Nov 2017

ICT4306-E-Commerce

Time: TWO (02) hours

Answer ALL questions.

Question 1 (40 marks)

Laksala is the authorized entity to design, develop, promote and sell artefacts and souvenirs relevant to Sri Lankan culture and heritage. Laksala is planning to introduce a complete e-Commerce solution for its customers and restructure the business intending to expand its operational domains within the country. It has been identified that a considerable investment is needed to make this project a success. While enabling everyone in Sri Lanka to purchase products from Laksala through the proposed solution, Laksala must also maintain its premier business position without any impact due to this project. You have been appointed as the e-Commerce expert to advise Laksala 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 Laksala can utilize for this e-Commerce solution? Justify your views.
[10 marks]
- (iii) Explain the Total Cost of Ownership and RoI of this e-Commerce option for Laksala. You must explain all the assumptions you make.
[5 marks]
- (iv) What practical challenges will Laksala experience when implementing this e-commerce solution? Discuss.
[5 marks]
- (v) Prepare a brief e-Commerce project plan for Laksala. You should indicate all important planning steps in your answer.
[15 marks]

Question 2 (30 marks)

- (i) What are the critical similarities and differences between traditional commerce and e-commerce? Develop your answer considering the market interactions.
[6 marks]
- (ii) What are the best e-commerce strategies for Sri Lanka given the current economic, technological and social trends the Sri Lankans are experiencing.
[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 Sri Lankan publication industry as the example.
[9 marks]
- (iv) Market Cannibalization can often be seen in Sri Lankan consumer markets when there is more than one channel available to the customer. What is your view on market cannibalization with respect to Sri Lankan e-commerce offerings? Justify your view.
[5 marks]

Question 3 (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) What are the security and privacy issues we experience when we do business using social networks. Examine it using an example e-commerce run using Facebook pages. Your answer should consider both buyer and seller related issues.
[8 marks]
- (iii) Critically examine what challenges PayPal would experience if it decides to extend its services to Sri Lankan customers.
[8 marks]
- (iv) Critically examine how transaction costs can be used in e-commerce based value chain analysis.
[6 marks]

***** end *****