

**EASTERN UNIVERSITY, SRI LANKA**

**FACULTY OF COMMERCE AND MANAGEMENT**

**FINAL YEAR - FIRST AND SECOND SEMESTER EXAMINATION IN BACHELOR OF**

**COMMERCE 2013/ 2014 (MARCH/ APRIL 2017)**

**(SPECIAL REPEAT)**

**COM 4023 E-COMMERCE**

**Answer all questions**

**Time: 03 Hours**

- i. Compare and contrast firewalls and proxy servers and their security functions.  
(04 Marks)
- ii. Identify and discuss the five steps in developing an e-commerce security plan.  
(04 Marks)
- iii. Name the five stages in the buyer decision process and briefly describe the online and offline marketing activities used to influence each.  
(04 Marks)
- iv. What are the components of the core product, actual product, and augmented product in a feature set?  
(04 Marks)
- v. List some of the major advantages of having a strong brand. How does a strong brand positively influence consumer purchasing?  
(04 Marks)

**(Total 20 Marks)**

- i. What are some of the unique features of e-commerce technology?  
(03 Marks)
- ii. What are the eight key components of an effective business model?  
(04 Marks)
- iii. Describe the three different stages in the evolution of e-commerce.  
(04 Marks)
- iv. What factors will help define the future of e-commerce over the next five years?  
(04 Marks)

- v. Discuss benefits and limitations of e-commerce.

(05 Mar

(Total 20 Mar

03. i. Briefly explain types of e-commerce with examples.

(04 Mar

- ii. Describe the five primary revenue models used by e-commerce firms.

(04 Mar

- iii. What are Amazon's primary customer value propositions?

(04 Mar

- iv. What are some of the specific ways that a company can obtain a competitive advantage?

(04 Mar

- v. Explain four generic business strategies for achieving a profitable business.

(04 Mar

(Total 20 Mar

04. i. What are the three basic building blocks of the Internet?

(04 Mar

- ii. What are some of the new wireless standards, and how are they relevant to Internet II?

(04 Mar

- iii. Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site.

(04 Mar

- iv. What are the three main factors to consider when choosing the best hardware platform for your Web site?

(04 Mar

- v. Discuss the differences between a simple logical and simple physical Web site design.

(04 Mar

(Total 20 Mar

i. Name the major points of vulnerability in a typical online transaction.

**(04 Marks)**

ii. Briefly explain how public key cryptography works. How does the addition of a digital signature change the process?

**(04 Marks)**

iii. Identify and discuss the five steps in developing an e-commerce security plan.

**( 04 Marks)**

iv. Describe the features and functionality of the major types of digital payment systems in the B2C arena.

**(04 Marks)**

v. Why is system testing important? Name the three types of testing and their relation to one another.

**(04 Marks)**

**(Total 20 Marks)**