

**Eastern University, Sri Lanka**  
**Final Year First Semester Examination in Bachelor of Commerce**  
**2012/2013 (February/March 2015)**  
**(Proper/Repeat)**  
**COM 4023 E - Commerce**

No. of questions: 05

No. of pages: 03

Time: 3.00 hours

Answer all questions

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01. (i). What is e-commerce? How does it differ from e-business?  
**(04 Marks)**
- (ii). Identify and describe the unique features of e-commerce technology and discuss their business significance.  
**(04 Marks)**
- (iii). Explain the major types of e-commerce.  
**(04 Marks)**
- (iv). Compare online and traditional transactions in terms of richness.  
**(04 Marks)**
- (v). What are the major limitations on the growth of e-commerce? Which is potentially the toughest to overcome?  
**(04 Marks)**
- (Total: 20 Marks)**
02. (i). Describe the different stages in the evolution of e-commerce and explain the major differences between the early years of e-commerce and today's e-commerce?  
**(04 Marks)**
- (ii). What is a business model? How does it differ from a business plan?  
**(04 Marks)**
- (iii). What are the eight key components of an effective business model?  
**(04 Marks)**
- (iv). What are the key success factors for exchanges? How are they different from Portals?  
**(04 Marks)**
- (v). Explain the major players in an industry value chain and how are they impacted by e-commerce technology?  
**(04 Marks)**
- (Total: 20 Marks)**

03. (i). What are the three basic building blocks of the Internet?

(04 Marks)

(ii). Explain how packet switching works.

(04 Marks)

(iii). How is the TCP/IP protocol related to information transfer on the Internet?

(04 Marks)

(iv). What are some of the new wireless standards, and how are they relevant to Internet II?

(04 Marks)

(v). What are the four major limitations of today's Internet?

(04 Marks)

(Total: 20 Marks)

04. (i). Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site.

(04 Marks)

(ii). Discuss the differences between a simple logical and simple physical Web site design.

(04 Marks)

(iii). What are the eight most important factors impacting Web site design, and how do they affect a site's operation?

(04 Marks)

(iv). Compare the costs for system development and system maintenance. Which is more expensive, and why?

(04 Marks)

(v). What are the three main factors to consider when choosing the best hardware platform for your Web site?

(04 Marks)

(Total: 20 Marks)

05. (i). What is meant by internet marketing?

**(04 Marks)**

(ii). Briefly explain the available online shopping mode of payments in Sri Lanka.

**(04 Marks)**

(iii). Name the major points of vulnerability in a typical online transaction.

**(04 Marks)**

(iv). Explain how Internet and web features and services support e-commerce.

**(04 Marks)**

(v). Identify and discuss the five steps in developing an e-commerce security plan.

**(04 Marks)**

**(Total: 20 Marks)**