UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level – II, Semester – V) Examination – July, 2017

ACT 2224 – e-Business

Two (02) Hours

Answer All Questions

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1. i. Outline three reasons why a business may wish to introduce e-commerce and name three risks to a company that introduces e-commerce. (06 Marks)

   ii. Distinguish between buy-side and sell-side e-commerce and provide an example of the application of each. (03 Marks)

   iii. Explain disintermediation, re-intermediation and counter-mediation using examples. (06 Marks)

   iv. State the elements of the e-business environment and explain how these elements influence in shifting a traditional government sector service organization in Sri Lanka into a full pledged e-business initiative. (10 Marks)

   (Total 25 marks)

2. i. Discuss briefly the advantages and challenges created by e-business applications to an accountant. (07 Marks)

   ii. Explain the differences between intranet, extranet and internet from an e-business perspective. (06 Marks)

iii. According to the classroom presentations carried out on 'past, present and future of e-business infrastructure, what are the six (06) future e-business system updates would occur? (06 Marks)

iv. State four (04) main objectives of the Electronic Transactions Act No. 19 of 2006.

(06 Marks)

(Total 25 marks)

3. i. What are the benefits an organization could derive through e-supply chain management?

(05 Marks)

ii. What are the differences and similarities of using information technology to support the upstream supply chain and the downstream supply chain? (06 Marks)

iii. What is prototyping in developing an e-business solution and briefly explain the key features of an effective prototyping exercise. (06 Marks)

iv. State principal rules and regulations apply in selling through e-commerce in the contexts of USA, UK, New Zealand and South Asia. (08 Marks)

(Total 25 marks)

4. i. List risks and challenges of e-procurement. (05 Marks)

ii. Describe three (03) recently introduced service related e-business initiatives by the government related organizations in Sri Lanka. (06 Marks)

iii. Briefly explain the main criteria used in selecting an e-business system. (06 Marks)

iv. State four (04) different kinds of computer crimes and mention punishments for such crimes as stipulated in Computer Crime Act No. 24 of 2007. (08 Marks)

(Total 25 marks)