

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

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

BEC 2224 / HLM 2200 / HRM 2224 / MKT 2200 – e- Business

Two (02) Hours

Answer any FIVE (05) Questions

1.

- i. "E-business and e-commerce refer to the same thing". Do you agree? Support your answer with relevant diagrams. (07 marks)
- ii. Explain the three (03) e-business opportunities. (06 marks)
- iii. Briefly explain the main challenges that the businesses in Sri Lanka encounter when adopting e-business related activities. (07 marks)

(Total 20 marks)

2.

- i. Describe with examples five (05) different types of e-business models which are based on functionality. (15 marks)
- ii. Briefly explain an e-business success story of Sri Lanka highlighting the e-business model they have adopted. (05 marks)

(Total 20 marks)

3.

- i. Compare and contrast e-marketing communications and traditional marketing communications using the 6Is. (12 marks)
 - ii. Describe the user engagement levels in earned media. Use examples as appropriate. (08 marks)
- (Total 20 marks)**

4.

- i. Explain different eCRM activities an organization can introduce for the stages in the online buying process with examples. (15 marks)
 - ii. Briefly describe the five (05) strategies of social CRM. (05 marks)
- (Total 20 marks)**

5.

- i. Explain how e-supply chain management helps solve some of the most common supply chain management issues encountered by organizations. (12 marks)
 - ii. Differentiate push and pull distribution methods highlighting the use of e-supply chain management in both methods. (08 marks)
- (Total 20 marks)**

6. Write short notes on any four (04) of the following.

- i. Hacking
- ii. New trends in online payments
- iii. Big data and analytics
- iv. Amazon.com
- v. RFID
- vi. Card Associations
- vii. Problem of self-regulation

(Total 20 marks)