

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester V)

Examination – July 2017

MOS/INB 2224 E-Business

Two (02) Hours

Answer FOUR (04) Questions only.

1.

i. Explain the relationship between the concepts of e-commerce, e-business and s-commerce.

(06 Marks)

ii. Briefly explain the evolution of web technologies; web 1.0, web 2.0 web3.0, and Web 4.0 and each impact on e-business.

(07 Marks)

iii. "Nanasa" is a book shop which was established in 1980 by Mr. Ariyaratna Athugala, and it has a good reputation in Kurunagala area. Recently, son of Mr. Ariyaratna, who is graduated from faculty of Management and Finance, University of Colombo, suggested to open an online store, in order to improve their services. Do a SWOT analysis for the suggested store and explain your decision regarding the son's suggestion.

(12 Marks)

(Total: 25 marks)

2.

- i. What is the process of selecting a suitable domain name for e-business website and registering it with the Internet Service Provider (ISP).

(05 Marks)

- ii. State the importance of M-commerce and briefly explain the features of the mobile app.

(10 Marks)

- iii. Explain the significance of high quality web site and briefly explain the key elements of a high quality website by supporting examples from online retail shop.

(10 Marks)

(Total: 25 marks)

3.

- i. Describe the strategy used by designers of web sites for getting a page added in search engines, and getting it ranked high for target key words.

(05 Marks)

- ii. List out the reasons to have different types of payment systems in e-commerce? Explain the necessary characteristics of each type of payment system with examples to highlight where it is used.

(10 Marks)

- iii. Assume that you are the owner of an e-business organization and your website has been hacked. How will you be able to understand that? What are the major types of attacks that the website can experience in such a situation?

(10 Marks)

(Total: 25 marks)

4.

- i. What role does SCM play in Business to Business model (B2B) e-commerce?
(05 Marks)
 - ii. Building long-term relationships with customers is essential for any sustainable business. Briefly explain the four classic marketing activities of customer relationship management commonly known as “customer life cycle”.
(08 Marks)
 - iii. Explain a range of techniques that e-business web site can use in each stage of customer life cycle, in order to keep relationship with customers by supporting examples from the real world.
(12 Marks)
- (Total 25 marks)**

5. Briefly explain the following terms.

- i. Ransomware
- ii. CERT
- iii. Downstream supply chain
- iv. Denial-of-service attacks (DOS)
- v. Affiliate marketing program

(05X05=25 Marks)