



SOUTH EASTERN UNIVERSITY OF SRI LANKA

THIRD YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2009 / 2010 HELD IN DECEMBER – 2010

BBA / COM 35 – E COMMERCE

Answer all Questions

Time 3.00 Hours

01.

- a) What do you mean by e- commerce and what are the objectives achieved by it to business organization?
(5 Marks)
 - b) Explain the e- commerce drivers to organization in Sri Lankan context.
(5 Marks)
 - c) Differentiate e -commerce and e- business.
(5 Marks)
 - d) List out the advantages of e-business and e-commerce.
(5 Marks)
- (Total 20 Marks)

02.

- a) Explain the e-commerce phases.
(5 Marks)
 - b) Discuss at least four types of business models available in B2C model.
(5 Marks)
 - c) Briefly discuss the B2B transaction process.
(5 Marks)
 - d) What are the tools and techniques used in B2B model .
(5 Marks)
- (Total 20 Marks)

03.

- a) Critically explain the digital payment methods which are available in e - commerce.
(10 Marks)
- b) What do you mean by Digital wallet.
(5 Marks)
- c) Traditional payment system is not suitable for e-commerce? Do you agree with this statement? Explain.
(5 Marks)

04.

a) Security is very important to the e-commerce. Describe this statement.

(5 Marks)

b) Discuss atleast two electronic commerce threats.

(5 Marks)

c) Describe what is it meant by M-commerce. Describe How it differs from e-commerce.

(5 Marks)

d) Internet is very important tool for e commerce explain this statement.

(5 Marks)

(Total 20 Marks)

05.

Write short notes to the followings.

a) Fire wall and proxy server.

b) Public Key and Private Key.

c) Value chain in e-commerce.

d) EDI and EFT.

e) Online Banking.

(Total 20 Marks)
