

SOUTH EASTERN UNIVERSITY OF SRI LANKA**FINAL EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION /
BACHELOR OF COMMERCE – 2010 / 2011****SEMESTER – I, JULY / AUGUST - 2012****MIS 4108 - ELECTRONIC COMMERCE**

Answer all Questions.

Time allowed: 03 hours

(01)

a) Select correct answer for questions from (i) - (x)

- i. EDIFACT is a standard
 - a) for representing business forms used in e-Commerce
 - b) for e-mail transaction for e-Commerce
 - c) for ftp in e-Commerce
 - d) protocol used in e-Commerce

- ii. _____ occurs when one business transmit computer-readable data in a standard format to another business.
 - a) EFT
 - b) VAN
 - c) EDI
 - d) LAN

- iii. Which of the following is not one of the benefits of e-commerce to sellers?
 - a) E-commerce can help to reduce costs.
 - b) E-commerce is a powerful tool for customer relationship building.
 - c) E-commerce offers greater flexibility in meeting customer needs.
 - d) E-commerce increases the net cost per contact.

- iv. A _____ is a B2B trading network that links a particular seller with its own trading partners.
 - a) private trading network
 - b) bitstream
 - c) web community
 - d) virtual network

- v. The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a _____ website.
- a) corporate
 - b) customer service
 - c) marketing
 - d) interactive
- vi. Websites upon which members can congregate online and exchange views on issues of common interest are known as _____.
- a) web casts
 - b) virtual communities
 - c) e-marketing
 - d) web communities
- vii. A firewall is a
- a) wall built to prevent fires from damaging a corporate intranet
 - b) security device deployed at the boundary of a company to prevent unauthorized physical access
 - c) security device deployed at the boundary of a corporate intranet to protect it from unauthorized access
 - d) device to prevent all accesses from the internet to the corporate intranet
- viii. Public key system is useful because
- a) it uses two keys.
 - b) there is no key distribution problem as public key can be kept in a commonly accessible database.
 - c) private key can be kept secret.
 - d) it is a symmetric key system.
- ix. A digital signature is
- a) a bit string giving identity of a correspondent
 - b) a unique identification of a sender
 - c) an authentication of an electronic record by tying it uniquely to a key only a sender knows
 - d) an encrypted signature of a sender

x. The Secure Electronic Transaction protocol is used for

- a) credit card payment
- b) cheque payment
- c) electronic cash payments
- d) payment of small amounts for internet services

xi. By encryption of a text we mean

- a) compressing it
- b) expanding it
- c) scrambling it to preserve its security
- d) hashing it

(10 Marks)

b) Answer the following questions:

i. Briefly explain the purchasing process taking place in B2C Electronic Commerce.

(05 Marks)

ii. "Internet is the most important factor for Electronic Commerce Transactions", briefly explain the statement.

(05 Marks)

(Total Marks 20)

(02)

(a) Why is Electronic Advertisement more important than Traditional Advertisement? Explain.

(05 Marks)

(b) Traditional Payment System is not suitable for Electronic Commerce. Do you agree with this statement? Explain.

(05 Marks)

(c) What are the advantages and limitations of M-commerce over E-commerce?

(05 Marks)

(Total Marks 15)

(03)

(a) Briefly describe how online web sites operations can be protected from hackers?

(02 Marks)

(b) Why is web server bandwidth an important issue for e-commerce sites?

(02 Marks)

(d) Write short notes on the followings.

- i. Smart cards and Credit cards
- ii. Pulling and Pushing Information
- iii. WML and HTML
- iv. RFID and Bluetooth Technology

(04 X 04 = 16 Marks)

(Total marks = 20)

(04)

(a) Briefly describe the security schemes adopted in SSL and SET.

(05 Marks)

(b) What is Online Banking? Briefly discuss the advantages and disadvantages.

(05 Marks)

(c) "Security is of prime concern for ecommerce environment". Describe this statement.

(05 Marks)

(d) Explain the concept of customer loyalty and how to increase it using the web?

(05 Marks)

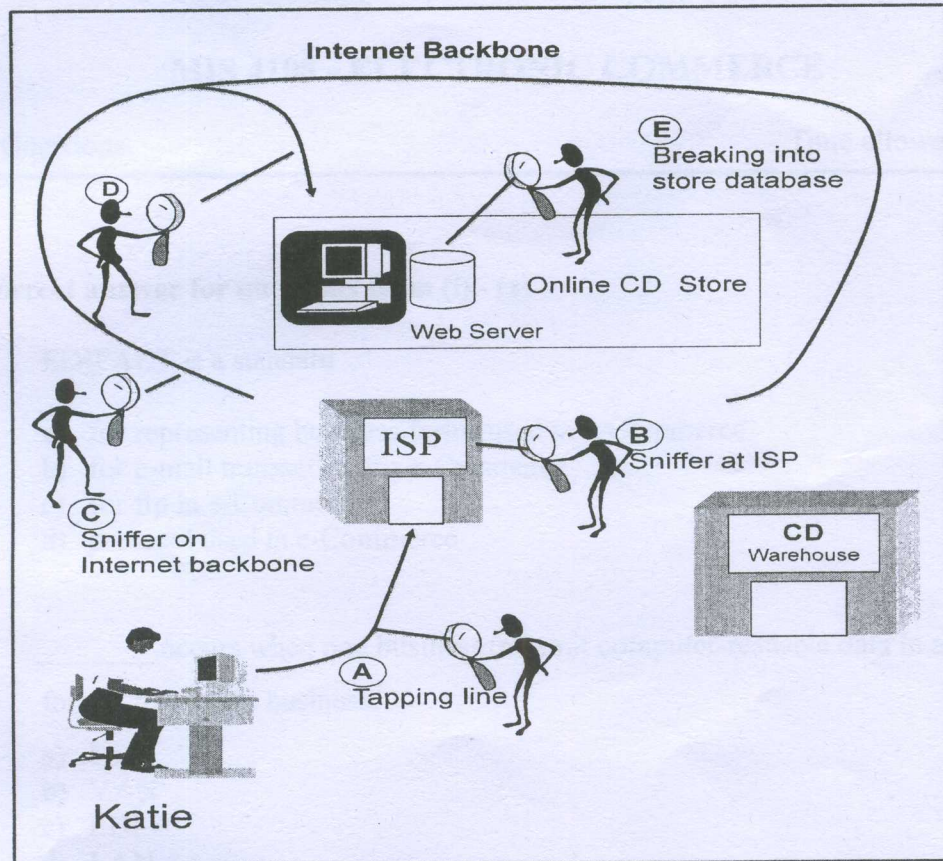
(Total Marks 20)

(05)

a) What is e-marketing? Discuss the advantages and disadvantages of e-marketing.

(05 Marks)

b) Consider the picture given below and answer the questions.



- What type of transaction the above picture illustrates? Explain.
- Briefly explain what type of security method you can implement to transmit the data from the point A to D.
- Briefly explain what type of security method you can implement in point E.

(3 X 4 = 12 Marks)

(c) What are the features to consider when choosing a payment gateway?

(05 Marks)

(d) What do you mean by e-auction? Briefly explain it.

(03 Marks)

(Total Marks 25)