

SOUTH EASTERN UNIVERSITY OF SRI LANKA

BACHELOR OF BUSINESS ADMINISTRATION & COMMERCE EXAMINATION – 2005/2006

FOURTH YEAR, SEMESTER – II, APRIL 2007

MIS 4108R – ELECTRONIC COMMERCE

Answer all questions.

Time: 04 hours

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- 01) a) Describe what is meant by e-commerce. How does it differ from traditional commerce? (10 Marks)
- b) What are the advantages of E-Commerce? (10 Marks)
- c) Why is B2C generally less attractive than B2B? (07 Marks)
- d) A Company XYZ helps individuals to sell products to other individuals and takes a small commission on each sale. What E-Commerce classification do they fit? (03 Marks)
- 02) a) Describe the process of Internet shopping. List the major steps involved. (10 Marks)
- b) What is meant by EDI and EFT? (05 Marks)
- c) Discuss the advantages and disadvantages of EDI and EFT? (10 Marks)
- 03) a) “Internet is essential for e-commerce”, critically analyze this statement. (10 Marks)
- b) What are the benefits of hosting an electronic-commerce system for service provider? (05 Marks)
- c) Describe what is meant by m-commerce? How does it differ from e-commerce? (10 Marks)

04) Describe two topics from list A and two from list B

List A

Secure Socket Layer

Bluetooth

Client Side Script and Serve Side Script

List B

Online Marketing

Online Banking

Wireless Technology

(20 Marks)

