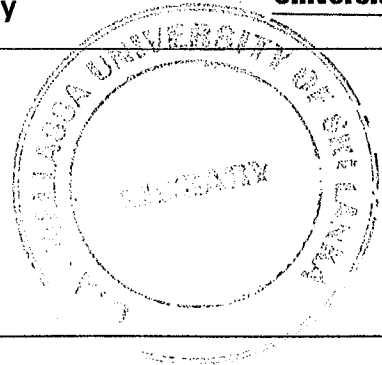


**Uva Wellassa University of Sri Lanka**  
**Faculty of Science and Technology**  
**Department of Computer Science and Technology**  
**300 level 1<sup>st</sup> Semester Examination Jul./Aug. 2016**  
**IIT312-2 E-commerce Technology**



**Instructions to candidates:**

**Duration:** Two (02) hours

**Number of questions:** Four (04) essay questions

**Answer all questions**

**Mark allocation:** 100

1.
  - a. List six (06) major types of e-commerce. (06 mark)
  - b. Explain in detail how e-commerce can be beneficial to organizations, customers and the society. (09 mark)
  - c. Differentiate the concepts of personalization and customization with respect to e-commerce. (10 mark)
  
2.
  - a. Name eight (08) key components of a business model. (08 mark)
  - b. While giving a suitable example, explain the difference between pure and partial e-commerce. (08 mark)
  - c. Briefly explain the trends that drive e-business architecture. (09 mark)
  
3.
  - a. Write short notes about the following topics.
    - i. TCP/IP communications protocol
    - ii. Selling-Chain Management
    - iii. E-business strategy
    - iv. Online advertising methods(20 mark)
  - b. List the five (05) major steps in system development life cycle. (05 mark)
  
4.
  - a. Name eight (08) e-commerce web site features that annoy customers. (08 mark)
  - b. List five (05) vital factors that should be considered when designing a successful e-commerce site and briefly explain any two (02) of them. (07 mark)
  - c. What are the five (05) components of e-business tactical execution? Briefly explain each of them. (10 mark)