



# UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree First Year Examination (External) – 2016

May 2022

**BCOM E1065 – Introduction to E-Commerce & Information Technology**

**No. of questions: Four (04)**

**Time: 03 hours**

**Answer all questions.**

## **Question No. 01**

a). What is a computer? Briefly define with its major components.

**(05 Marks)**

b). Information is more powerful than data. Explain with a suitable example.

**(08 Marks)**

c). How COVID 19 pandemic technologically disrupted business organizations? Discuss with respect to a selected organization.

**(12 Marks)**

**(Total 25 Marks)**

## **Question No. 02**

a). List and briefly describe five (05) organizational benefits of having a web presence.

**(05 Marks)**

b). Why securing the corporate information is vital? Discuss.

**(08 Marks)**

c). What is cloud computing? Discuss its benefits and limitations.

**(12 Marks)**

**(Total 25 Marks)**

**Question No. 03**

a). Why social media presence is important for an organization. Explain.

**(05 Marks)**

b). Digital marketing is relatively effective in many aspects compared to traditional marketing. Discuss.

**(08 Marks)**

c). How e-commerce could be beneficial for both organizations and customers? Discuss.

**(12 Marks)**

**(Total 25 Marks)**

**Question No. 04**

a). Why computer ethics is essential for today? Briefly explain.

**(05 Marks)**

b) What are the main networking topologies? List, graphically illustrate and explain.

**(08 Marks)**

c) Many organizations invest on information systems to achieve various strategic objectives. Discuss with appropriate examples.

**(12 Marks)**

**(Total 25 Marks)**