



# 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) – 2021

October 2023

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

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

**Time: 03 hours**

**Answer All questions.**

#### **Question No. 01.**

- a). Briefly explain the value of data to a business. (05 Marks)
  - b). Describe four characteristics that can be seen in quality information. (08 Marks)
  - c). Explain how an information system works with a real world example. (12 Marks)
- (Total 25 Marks)**

#### **Question No. 02**

- a). Briefly describe five application software that are important to a business along with the different categories they belong to. (05 Marks)
  - b). Explain two types of volatile memory in a computer. (08 Marks)
  - c). How a computer performs the process of processing information using its various components? Explain with help of a diagram. (12 Marks)
- (Total 25 Marks)**

**Question No. 03**

- a). List five advantages that a business could achieve through the Internet.

(05 Marks)

- b). Explain why data communication is important to a business.

(08 Marks)

- c). Discuss on how a business organization could be protected from various cyber attacks channeling through the Internet.

(12 Marks)

**(Total 25 Marks)**

**Question No. 04**

- a). List five different ways to attract a target group of customers into an e-commerce business.

(05 Marks)

- b). Describe four trends that you can see in e-commerce as a consumer.

(08 Marks)

- c). "A business in the modern world can continue to operate profitably without an e-commerce presence". Discuss the validity of this statement.

(12 Marks)

**(Total 25 Marks)**