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) – 2022

April 2024

BCOM E1065 – Introduction to E- Commerce & Information Technology

No. of questions: Four (04)   Time: 03 hours

Answer All questions.

Question No. 01

a). List five commonly recognized functions of an information system.

(05 Marks)

b). Explain about application software with its different types.

(08 Marks)

c). Discuss the applications of Information and Communication Technology (ICT) in various fields such as government services, health, agriculture, and business. Provide examples for each field.

(12 Marks)

(Total 25 Marks)

Question No. 02

a). Describe the concept of Cyber Security.

(05 Marks)

b). Explain four symptoms of a computer infected with malware.

(08 Marks)

c). Discuss how organizations could protect themselves from cyber attacks.

(12 Marks)

(Total 25 Marks)

Question No. 03

   a). What is E-Commerce and how does it differ from E-Business.

                                                      (05 Marks)

   b). Explain four unique features of E-Commerce. Provide examples for each feature.

                                                      (08 Marks)

   c). Discuss three E-Commerce Revenue Models with examples of companies using them.

                                                      (12 Marks)

(Total 25 Marks)

Question No. 04

   a). List five things to consider for an e-commerce startup.

                                                      (05 Marks)

   b). Explain the importance of displaying customer reviews in e-commerce.

                                                      (08 Marks)

   c). Discuss four strategies for increasing sales in e-commerce.

                                                        (12 Marks)

(Total 25 Marks)