



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) – 2023

May – 2025

BCOME 1065 - Introduction to E-Commerce and Information Technology

No. of questions: Five (05)

Time: 03 hour

Answer All Questions.

Question No. 01

- a) Describe the concept of IT Infrastructure in an organization.
(04 marks)
- b) Differentiate between system software and application software.
(06 marks)
- c) Discuss the ways in which a government can extend and improve its services to citizens through the use of Information Technology (IT).
(10 marks)

(Total 20 Marks)

Question No.02

- a) List four advantages of a computer network.
(04 marks)
- b) Differentiate between LAN (Local Area Network) and WAN (Wide Area Network).
(06 marks)
- c) How an organization could create a Local Area Network (LAN) and connect it to the Internet? Discuss with the respective key network devices and steps involved in this setup.
(10 marks)

(Total 20 Marks)

Question No.03

- a) Describe four unique features of E-Commerce that differentiate it from traditional commerce.
(04 marks)
 - b) Differentiate between B2B and C2C E-Commerce models with examples.
(06 marks)
 - c) Discuss four major e-commerce revenue models with examples of how each model generates income.
(10 marks)
- (Total 20 Marks)**

Question No.04

- a) Describe the McCumber Cube used in information security.
(04 marks)
 - b) Differentiate between white hat hackers and grey hat hackers.
(06 marks)
 - c) Discuss two consequences of a security breach in an organization and suggest two preventive measures.
(10 marks)
- (Total 20 Marks)**

Question No.05

- a) Describe the importance of the sales funnel used in E-Commerce.
(04 marks)
 - b) Explain three digital ways an E-Commerce brand could increase its brand awareness.
(06 marks)
 - c) Discuss two digital strategies an online clothing brand could use to increase its Average Order Value (AOV).
(10 marks)
- (Total 20 Marks)**