



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) – 2024

April – 2026

BCOME 1065 - Introduction to E-Commerce and Information Technology

No. of questions: Four (04)

Time: 03 hour

Answer All Questions.

Question No. 01

- a) Distinguish between “Data” and “Information” in a business context and elaborate on the five key characteristics that ensure the quality of information for organizational decision-making.
(07 Marks)
- b) Explain the architecture of a computer system, focusing on the specific roles and interactions of the Arithmetic and Logical Unit (ALU), the Control Unit (CU), and Registers within the Central Processing Unit (CPU).
(08 Marks)
- c) Analyze the shift from Traditional IT Infrastructure to Cloud Infrastructure. Furthermore, detail 04 (four) “New Skills” required for ICT professionals to adapt to this modern IT ecosystem.
(10 Marks)
(Total 25 Marks)

Question No. 02

- a) Define “Data Communication” and critically evaluate the three modes of data transmission (Simplex, Half-Duplex, Full-Duplex), providing practical examples for each.
(07 Marks)
- b) Discuss the specific motivations of White Hat, Gray Hat, and Black Hat hackers.
(08 Marks)
- c) Analyze how attackers utilize “Social Engineering”, “Denial of Service (DoS)”, and “SEO Poisoning” to compromise systems. Suggest standard security best practices to mitigate these threats.
(10 Marks)
(Total 25 Marks)

Question No. 03

- a) Define E-Commerce and clearly distinguish it from E-Business. Describe the Business-to-Consumer (B2C) and Business-to-Business (B2B) e-commerce models with appropriate examples.

(07 Marks)

- b) Examine the four E-Commerce Revenue Models: Subscription, Transaction Fee, Sales, and Affiliate. Detail the operational mechanics of how businesses generate income through each.

(08 Marks)

- c) Outline the foundational steps a company must take when planning for an E-Commerce presence, focusing specifically on "Visioning", "Target Audience" identification, and "SWOT Analysis".

(10 Marks)

(Total 25 Marks)

Question No. 04

- a) Define Conversion Rate Optimization (CRO). Why is "Shopping Cart Abandonment" considered a critical Key Performance Indicator (KPI), and what does it reveal about the sales funnel? Explain.

(07 Marks)

- b) Explain the concept of "E-Commerce Sales Funnel" and utilize the AIDA Model to detail the psychological and behavioural progression of a consumer from a website visitor to a purchaser.

(08 Marks)

- c) Critically compare the core functionalities of "Google Analytics" and "Microsoft Clarity" as essential tools for an E-Commerce manager analyzing user behaviour.

(10 Marks)

(Total 25 Marks)