

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

NAL YEAR - FIRST SEMESTER EXAMINATION IN BACHELOR OF COMMERCE 2018/ 2019
(AUGUST 2020)
(PROPER/ REPEAT)

COM 4023 E-COMMERCE

Answer all questions

Time: 03 Hours

1. Read the following case and answer the questions that follow.

Managing a Website

David has started working as an Ecommerce Marketing Manager in WowFever (PVT) LTD. The company operates in Sri Lanka and provides video streaming service to the customers around the world. Their website includes premium contents such as videos on demand with latest Sinhala, Tamil, English and Hindi movies, music videos, latest sports news and videos, Kids programmes and many other entertainment contents. Their primary revenue is earned from subscription from members.

David has been given a task to study the drawbacks of the company's website and produce a report in order to rectify the issues and increase the revenue of the company. Consequently, David observed the website and produced a detailed report to the top management of the company. His findings are given below:

Finding 1:



The image shows a screenshot of a website banner. At the top, it says "Enjoy on your life" in a large, bold font. Below this, in a smaller font, it says "Watch unlimited movies, music videos and more anytime anywhere". To the right of this text is a dark rectangular button with the word "Subscribe" written in white. An arrow points from the text "Button is not working" to the "Subscribe" button. Below the banner is a large, dark, grainy image showing a group of people in a field, possibly a sports scene.

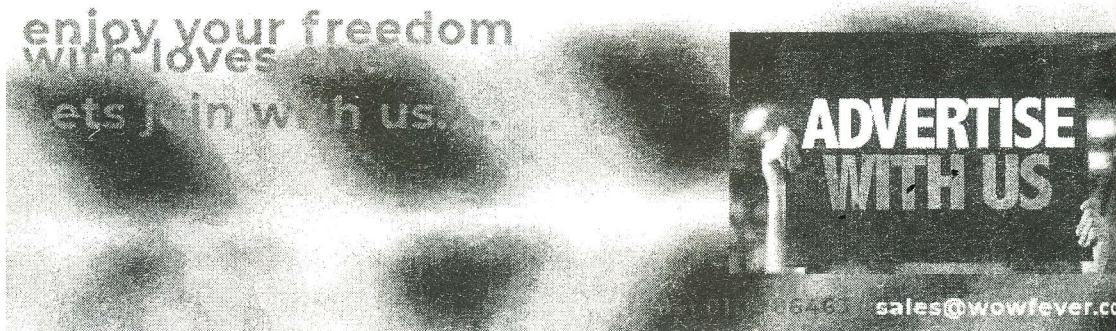
Finding 2:



These four icons are inactive because the company has no social media presence



Finding 3:





No advertisements are displayed on the website. However, spaces are available for advertisements.

Finding 4:

PRODUCT CODE *
Select

QUANTITY *

CARD AND CVV * 

ADDRESS * 

ORDER NOW

Customer credit card number and CVV are gathered by the company (No payment gateway)



Finding 5:

- No cookies are placed on the customers' browser.
- The company uses Web Beacons to track real-time information but there are no clear guidelines to follow such usage.

He further studied about a roadblock related to 'Finding 5' and reported as follows:

"One roadblock involves the meaning of Do Not Track. Industry wants an opt-in, default Track Me feature on all Web sites, while the government and privacy groups are pushing for an opt-out Do Not Track feature in which the default is Do Not Track, and which users can switch off for all sites at ones. Nearly all browsers now offer users the option of using a Do Not Track feature. But users mostly do not turn it on. In addition, not all Web sites honor the Do Not Track request, because they are not legally obligated to do so. Major Web sites and the online advertising industry insist their industry can self-regulate and preserve individual privacy. However, this solution has not worked in the past. In 2014, major companies like Yahoo and AOL abandoned the Do Not Track standard, citing the lack of traction that Do Not Track has encountered across the rest of the Web. Although some bigger Web sites like Twitter and Pinterest do follow the Do Not Track guidelines, these defections are setbacks for the standard."

Questions:

- i. What is meant by 'Web beacon' and 'Cookies'?
(03 Marks)
- ii. Discuss the impact of the issue denoted by 'Finding 1'.
(03 Marks)
- iii. What do the four icons displayed in 'Finding 2' mean? Discuss about the issue and recommend your solution to rectify the problem identified in 'Finding 2'.
(04 Marks)
- iv. What type of marketing is shown in 'Finding 3'? Briefly explain about this marketing mode.
(03 Marks)
- v. Discuss the problem identified in 'Finding 4' and suggest your way to solve the problem.
(03 Marks)
- vi. Develop some guidelines for Web beacon usage.
(03 Marks)

- vii. What is meant by "Do Not Track" feature? How would you advise to WowFe (PVT) LTD to implement "Do Not Track" feature?
(03 Mark)
- viii. Do you think your Web browsing should be known to marketers? Discuss.
(03 Mark)
- (Total: 25 Mark)
02. i. What is e-commerce? How does it differ from e-business? Where does it intersect w e-business?
(05 Mark)
- ii. What are five of the major differences between the early years of e-commerce a today's e-commerce?
(05 Mark)
- iii. Why is it difficult to categorize e-commerce business models?
(05 Mark)
- iv. What are the examples of vertical and horizontal portals in existence today?
(05 Mark)
- (Total: 20 Mark)
03. i. What is latency, and how does it interfere with Internet functioning?
(05 Mark)
- ii. How is the TCP/IP protocol related to information transfer on the Internet?
(05 Mark)
- iii. Give an example of security breaches as they relate to each of the six dimensions of commerce security. For instance, what would be a privacy incident?
(05 Mark)
- iv. Briefly explain multi-layered nature of e-commerce security environment.
(05 Mark)
- (Total: 20 Mark)
04. i. Explain some important considerations involved in developing a mobile Web site a building mobile applications.
(03 Mark)
- ii. What are some of the new wireless standards, and how are they relevant to Internet II
(05 Mark)
- iii. Describe the six phases involved in a one-year timeline for the development of a sta up website.
(06 Mark)

iv. Assume that you work as Operations Manager in an organization. The organization is going to make a significant hosting decision. Therefore, top management of the organization has requested you to provide a report on hosting decisions. The report should include the following contents:

- a. The available hosting options
- b. Descriptions of those hosting options
- c. Pros and Cons of those options
- d. Your recommendation

(06 Marks)

(Total: 20 Marks)

i. What is clickstream behavior and how is it used by marketers?

(04 Marks)

ii. Write short notes on any five of the following in e commerce marketing:

- a. Shopping cart database
- b. Deterministic cross-device tracking
- c. Database Management System (DMS)
- d. Data Warehouse
- e. Data Mining
- f. Big Data
- g. Customer Relationship Management System (CRM)

(05 Marks)

iii. Identify and describe **three** basic digital commerce marketing and advertising strategies and tools.

(06 Marks)

(Total: 15 Marks)