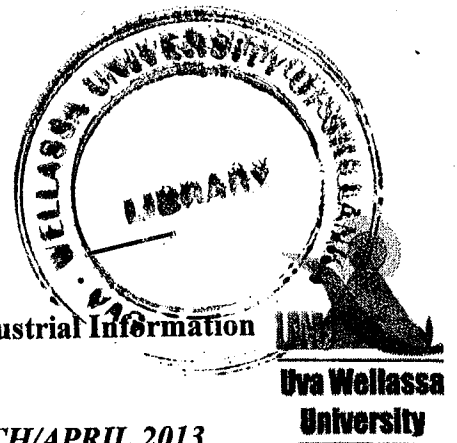


UvaWellassa University
Faculty of Management



**Degree of Bachelor of Industrial Information Technology in Industrial Information
Technology**

THIRD YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013

**IIT 312-2 E-commerce Technology
Part - C Essay Questions**

Answer two (02) questions including question number 02 in Part C.

Marks Allocated: 50

(02)

- a) Differentiate e- commerce from e- business. (06 Marks)
- b) Explain the sell side and buy side e- commerce. (08 Marks)
- c) Explain the four types of sell side e- commerce. (08 Marks)
- d) Discuss the different drivers that affect consumers and business for getting adopted to internet. (08 Marks)

(Total Marks 30)

(03)

- a) Differentiate the disintermediation strategy from re-intermediation strategy. (06 Marks)
- b) Briefly explain the e -business environmental factors. (06 Marks)
- c) Briefly explain the concept of e- procurement and its steps. (08 Marks)

(Total Marks 20)

(04)

- a) Explain the five types of the revenue models in e- business. (05 Marks)
- b) Briefly explain how e- businesses can manage their customer life cycle. (07 Marks)
- c) Briefly explain Enterprise Resource Planning (ERP) and basic elements of it. (08 Marks)

(Total Marks 20)

(05)

- a) Briefly explain the Supply Chain Management (SCM). (08 Marks)
- b) Explain the three types of flows in e- business supply chain. (06 Marks)
- c) Explain the concept of supply chain planning and its elements. (06 Marks)

(Total Marks 20)