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ADVANCED COMMUNICATIONS TECHNOLOGIES AND SERVICES IN E-COMMERCE

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Key words: communication, information, a model, the Internet, a site, a consumer.
Abstract. A socially conditioned process of data communication and perception in terms of interpersonal and mass communication on different channels using a variety of communication tools is taken as the basis of communication.

The object of the research is the textile industry of the Belarusian State Concern for Production and Retailing of Light Industry Goods "Bellegprom".

The objective of the present research is to analyse the quality of the website content and the level of the feedback from customers-visitors.

The study formulated the following criteria for the evaluation of the website:

– website quality assessment (content quality: modern, outdated, a simple site);

– feedback from site customers-visitors (elements of communication: a telephone, e-mail, Skype (Viber), social network, a consultant in the chat form, a consultant in the e-mail form, a consultant in the form of a telephone dialogue, a customer profile).

The textile industry of the Belarusian State Concern "Bellegprom", at the time of the research, is composed of 17 enterprises [5]. Only 14 of those have websites in working access, one website is under construction, two enterprises do not have any websites at all [6]-[20].

As a result of the evaluation of the website quality assessment it was revealed that 30 % of all enterprises have a modern structure of the site, 30 % of websites have an outdated structure, 40 % – have very simple sites with the "showcase-website" structure.

The sites were considered from the aspect of communication models – who is the initiator of communication:

– a push model of information delivery, in which consumers play a passive role and have only a limited choice of information channels;

– a pull model of information delivery, in which information is provided upon user request.

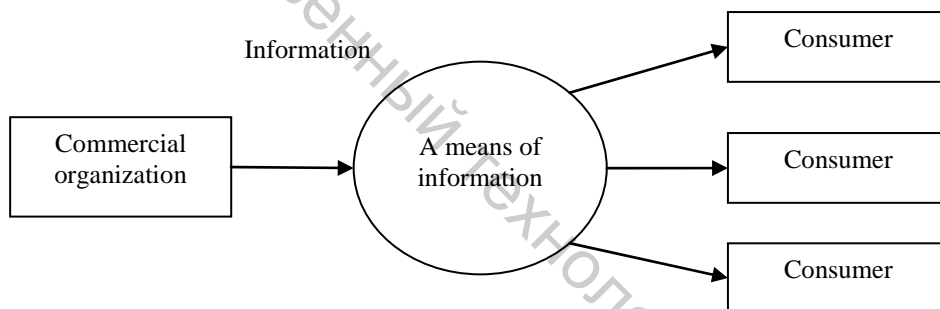The allocation of communication models based on the initiator of communication:

Figure 1 – A push model of information delivery

This model (Fig. 1) is common to the media and websites with a simple structure, where one can find a minimal set of communication options with information consumers on goods.

The Internet can follow this model by using push technology, where the user can only subscribe to the catalog for more information.
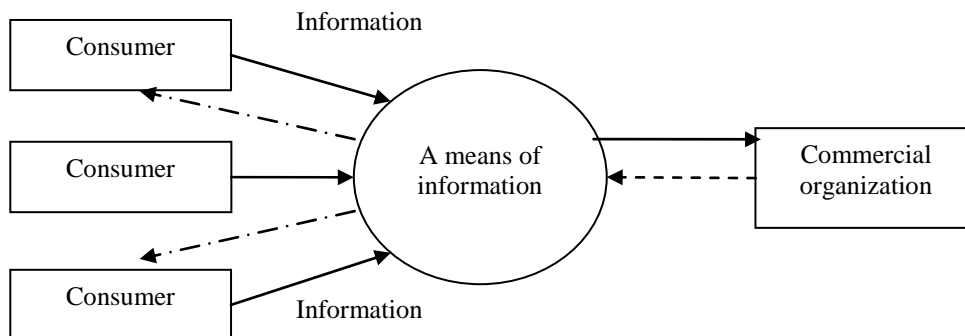
Figure 2 – A pull model of information delivery

In network pull-models (Fig. 2) the information delivery is performed upon user request. This feature of the Internet environment is linked to the active role of the consumers, determined by increased demands for information retrieval. The implementation of this model requires from enterprises greater attention to the structure and the content of the site.

After evaluating the feedback from website customers-visitors of the enterprises of the Belarusian State Concern "Bellegprom" the following results were obtained: 100% – use of telephone service; email and a consultant in the e-mail form; 21.43% of enterprises use Skype (Viber); 42.86% – social networks; 7.14% – a consultant in the chat form; 14.29% – a customer profile; 0% – a consultant in the form of a telephone dialogue.

The Internet has a huge impact on communication policies in e-commerce. Modern Internet technologies have an impact, both passive and active, on a customer. Adds, sales promotion, direct selling of goods can be considered as an additional resource of communication.

The dynamic development of electronic communication networks leads to an increase in the number of Internet users and increase in the number of online store visitors. Such situation places high demands on content and structure of enterprise websites. To communicate with potential visitors and buyers enterprises should use all possibilities of modern Internet communications. Further development and improvement of the work with buyers via the Internet system will be positive for the development of e-commerce in general.

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COMPUTER-AIDED ASSESSMENT OF LEARNING PROGRESS

АВТОМАТИЗИРОВАННЫЕ СИСТЕМЫ ОЦЕНКИ УСПЕВАЕМОСТИ

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<u>Key words:</u> *computer-aided assessment, objective tests, question banks, optical mark reader, integrated learning system*

<u>Ключевые слова:</u> *автоматизированная система оценки, предметные тесты, банки вопросов, сканер отметок, комплексная учебная система*

Abstract. The article discusses ways of applying computer systems and software packages in assessment of students progress. Advantages and disadvantages of computer-aided assessment are analyzed. Ways to improve assessment quality with the help of computer tests are presented.

Аннотация. В статье рассматриваются способы применения компьютерных систем и программного обеспечения для оценки успеваемости студентов. Проанализированы преимущества и недостатки автоматизированных систем оценки знаний. Представлены способы повышения качества оценки с помощью компьютерных тестов.

Increased numbers of students in higher education and the corresponding increase in time spent by staff on assessment has encouraged interest into how technology can assist in this area. Ensuring that the assessment methods adopted reflect both the aims and objectives of the course and any technical developments which have taken place is becoming increasingly important, especially as quality assurance procedures require departments to justify the assessment procedures adopted.

Technology can be used for assessment purposes at various levels ranging from the management of the assessment information to a fully automated assessment system. Using technology for the management of assessment information can enable information to be presented in different ways to meet the needs of different audiences