



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Business (DIB)  
Diploma In Business Administration (DBADI)

Course : ICT2107 / CSC2171: E-Commerce Theory And Applications

Date of Examination : July 25, 2014

Time : 5:00pm – 7:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Answer any **FOUR (4)** questions.

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Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Ooi Kok Keong, Marie Shirlean Mekilen, Shee Fui Chie.

Moderator : Dr. Ahmad Suhaimi Baharudin

This paper consists of 3 printed pages, including the cover page.

## INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS (DIB)  
 DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)  
 ICT2107/CSC2171: E-COMMERCE THEORY AND APPLICATIONS  
 FINAL EXAMINATION : APRIL 2014 SESSION

Instructions: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) Revenue model is how an electronic commerce project or company will make or earn money. Name and describe with example on **FIVE (5)** major revenue models of electronic commerce. (15 marks)
- (b) Differentiate between hackers and crackers. (5 marks)
- (c) List **FIVE (5)** key elements of Business Model. (5 marks)

**Question 2**

- (a) List and briefly discuss **FOUR (4)** common classifications of Electronic Commerce (EC) by the nature of the transaction. (8 marks)
- (b) In the context of e commerce, explain the term:  
 (i) TCP/IP (2 marks)  
 (ii) Packet Switching (2 marks)
- (c) Discuss **FOUR (4)** reasons why should airline companies implement electronic commerce. (8 marks)
- (d) Explain **TWO (2)** possible measures to protect assets of the computer. (5 marks)

**Question 3**

- (a) There are more and more organizations implementing B2B concept in the business. Identify **SEVEN (7)** benefit of B2B. (7 marks)
- (b) Nowadays more and more consumers like to place an order through the Internet. Discuss **FOUR (4)** causes that cultivate this type of behavior. (8 marks)
- (c) Identify and explain the **FIVE (5)** supporting areas of the framework for E-Commerce. (10 marks)

**Question 4**

- (a) Name and describe **FIVE (5)** social variables that might influent E-commerce purchasers.  
(15 marks)
- (b) List **THREE (3)** major categories of business pressures from electronic commerce.  
(6 marks)
- (c) Suggest **FOUR (4)** factors that contributed to the rise in cyber-attacks.  
(4 marks)

**Question 5**

- (a) List and describe **FOUR (4)** driving forces of electronic commerce.  
(12 marks)
- (b) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce.  
(6 marks)
- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship.  
(7 marks)

**Question 6**

- (a) What are the **THREE (3)** advantages and **THREE (3)** disadvantages of conducting market research online?  
(6 marks)
- (b) Explain **FOUR (4)** barriers for company to implement Global Electronic Commerce.  
(8 marks)
- (c) Define **SIX (6)** technical issues that limit the growth of Electronic commerce.  
(6 marks)
- (d) Identify **FIVE (5)** types of Online Payment Systems.  
(5marks)

**-THE END-**

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