



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : August 1, 2013

Time : 2:00pm – 4:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Answer any FOUR (4) questions.

---

---

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Mr. Ooi Kok Keong, Fabian Chan.

Moderator : Dr. Ahmad Suhaimi Baharudin

This paper consists of 4 printed pages, including the cover page.

## INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
 ICT2107/CSC2171: E-COMMERCE THEORY AND APPLICATIONS  
 FINAL EXAMINATION: APRIL 2013 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) What is Electronic Commerce (e-commerce)? (2 marks)
- (b) Differentiate between hackers and crackers. (5 marks)
- (c) Define **SIX (6)** technical issues that limit the growth of Electronic commerce. (6 marks)
- (d) Describe what an e-supply chain is with any suitable example using a diagram that clearly illustrates the upstream and downstream components (12marks)

**Question 2**

- (a) What are **THREE (3)** common mistakes that we should not make in allocating Electronic Commerce investment? (6 marks)
- (b) In the context of e commerce, explain the term:
- (i) Intranet (2 marks)
- (ii) Extranet (2 marks)
- (iii) Internet (2 marks)
- (c) Define **SEVEN (7)** major security issues that can occur in E commerce environment. (7 marks)
- (d) List **SIX (6)** reasons why many companies start to look into advertising in chat rooms. (6 marks)

**Question 3**

- (a) List out **SEVEN (7)** major purposes for which companies will initiate electronic commerce. (7 marks)
- (b) Briefly describe **FIVE (5)** cyber-attacks. (10 marks)
- (c) In order to convince top management to invest in E-Commerce project, business case needs to be prepared for presentation. Explain **FOUR (4)** contents of the E-Business Case. (8 marks)

**Question 4**

- (a) Explain **THREE (3)** limitations of traditional auction. (3 marks)
- (b) List **THREE (3)** major categories of business pressures that may force or create opportunities for companies to move into E-Commerce (6 marks)
- (c) Electronic Commerce supports organizations to response to the business pressures. List & explain briefly **EIGHT (8)** activities that are supported by E-commerce. (16 marks)

**Question 5**

- (a) Give **SIX (6)** reasons why many companies are giving priority to advertising on the Internet. (6 marks)
- (b) What is the purpose of using digital signature? Use a diagram to explain how digital signature works. (6 marks)
- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship. (7 marks)
- (d) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce (EC). (6 marks)

**Question 6**

- (a) Identify and explain the **FIVE (5)** supporting areas of the framework for E-Commerce.  
(10 marks)
- (b) Give **FIVE (5)** reasons why many people willing to perform online stock trading?  
(5 marks)
- (c) Identify and give an example for **FIVE (5)** revenue model of E-Commerce.  
(10 marks)

**-THE END-**

ICT2107(F)April2012/OoiKK