



FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Business (DIB)
Diploma In Finance (DIF)
Diploma In Entrepreneurship (DENT)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : December 8, 2015

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, Ms. Mahaletchumy, Mr. Tan Kok Cheng
Ms. Noor Aliza, Ms. Fanny Merlyn Humphrey

Moderator : Ms. Robina Tinawin

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

DIPLOMA IN BUSINESS (DIB)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 2015 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) Electronic Commerce (EC) involves certain degree of digitization. Draw a diagram with these major aspects of digitization. With this diagram, indicate the **THREE (3)** different types of EC. (6 marks)
- (b) Briefly explain any **FIVE (5)** benefits of E-Commerce experienced by consumers. (10 marks)
- (c) Explain the following:
(i) Hypertext
(ii) Internet Service Provider
(iii) Extranet (9 marks)

Question 2

- (a) Explain any **FIVE (5)** characteristics of E-Commerce. (10 marks)
- (b) Identify, explain and giving an example for the **FIVE (5)** steps of generic purchasing decision model. (15 marks)

Question 3

- (a) List and describe **FIVE (5)** tools that can use for strategic planning. (15 marks)
- (b) Describe the **FIVE (5)** benefits of electronic auctions over traditional (offline) auctions from both seller and buyer aspects. (10 marks)

Question 4

- (a) List and explain the **FIVE (5)** support services of the EC framework. (10 marks)
- (b) List **FIVE (5)** benefits of social commerce to both consumer and vendors. (10 marks)

- (c) What is a micropayment? List any **FOUR (4)** of the situation where e-micropayment can be used? (5 marks)

Question 5

- (a) Explain any **FIVE (5)** technical attack methods that are used on ecommerce websites. (10 marks)
- (b) List out **SEVEN (7)** electronic initiative for the company. (7 marks)
- (c) Electronic Commerce supports organizations to response to the business pressures. List **EIGHT (8)** activities that are supported by E-commerce (8 marks)

Question 6

- (a) Give **SIX (6)** reasons why many companies are giving priority to advertising on the Internet. (6 marks)
- (b) Briefly explain the following EC and give **ONE (1)** example.
(i) Consumer-to-Business
(ii) Business-to-Business-to-Consumers
(iii) Consumer-to-Consumer (9 marks)
- (c) Identify and give an example for **FIVE (5)** revenue model of E-Commerce. (10 marks)

~THE END~
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