



FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma in Business (DIB)
Diploma in Finance (DIF)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 04 December, 2016 (Sunday)

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

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Melisa Kaur Narjan Singh, Fanny Merlyn Humphrey, Yogeswari and Ooi Kok Keong

Moderator : Robina Tinawin

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 2016 SESSION

Instruction: 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) Explain the **THREE (3)** technical limitations and **THREE (3)** non-technical limitations of E-Commerce. (12 marks)
 - (b) Distinguish between *pure* and *partial* E-Commerce with **THREE (3)** examples each. (7 marks)
 - (c) Differentiate between E-business and E-Commerce. (6 marks)
- (Total: 25 marks)**

Question 2

- (a) The TCP/IP and Packet Switching are key technologies in Web environment. Describe the function of TCP/IP and Packet Switching. Draw a diagram to illustrate how a message is being sent by using TCP/IP and Packet Switching. (7 marks)
 - (b) Discuss any **FOUR (4)** Internet and Web features of E-commerce. Provide example for each. (10 marks)
 - (c) Explain **FOUR (4)** customer retention techniques. (8 marks)
- (Total: 25 marks)**

Question 3

- (a) By referring to Porter's Five Competitive Forces Model, elaborate how E-commerce has changed the structure of the industry. (10 marks)
 - (b) Discuss **FIVE (5)** models that can be used to generate revenue and produce superior return on investment in E-commerce. (10 marks)
 - (c) List **FIVE (5)** TCP/IP layers. (5 marks)
- (Total: 25 marks)**

Question 4

- (a) List and describe **FOUR (4)** categories of environment variables that will affect online shopping behaviour.

(8 marks)

- (b) Explain the following terms:

- (i) Credit card
- (ii) Charge card
- (iii) Debit card

(6 marks)

- (b) Define mass customization. Name and explain any **THREE (3)** approaches to mass customization.

(11 marks)

(Total: 25 marks)

Question 5

- (a) Online Stock Trading becomes one of the fastest growing E-Commerce (EC) applications. Explain **FIVE (5)** reasons why do you think that the Stock Trading Online gained well-acceptance from the investors?

(10 marks)

- (b) In actual fact, most of Malaysian Investors still prefer to purchase their stocks through the dealer's representative or 'Remisier' from the authorize broker house. Give reasons why online trading is still not successful.

(10 marks)

- (c) Explain what online Market Research is. List **THREE (3)** limitations of such research.

(5 marks)

(Total: 25 marks)

Question 6

- (a) Defending against attacks and attackers is done by using information security tactics. Explain the **FIVE (5)** e-commerce security requirements to protect transaction. (10 marks)
- (b) Websites come in all shapes, sizes and distinct level of functionality. List the **FIVE (5)** classifications of websites. (5 marks)
- (c) Explain the following: (10 marks)
- i. Privacy
 - ii. Information privacy
 - iii. Intellectual property
 - iv. Trademark
 - v. Cybersquatting

(Total: 25 marks)

~ The End ~

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