



FINAL  
Examination Paper

(COVER PAGE)

Session : AUGUST 2017

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 15 December, 2017 (Friday)

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

Duration : 2 Hours

**Special Instructions :**

Answer any FOUR (4) questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ooi Kok Keong, Mahaletucmy, Yogeswari Shabadurai, Norasheila

Moderator : Ms Robina Tinawin

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
ICT2107: E-COMMERCE THEORY AND APPLICATIONS  
FINAL EXAMINATION: AUGUST 2017 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 differences of virtual (pure-play) and click-and-mortar organization. (5 marks)
- (b) List **TEN (10)** steps to establish an online retail store. (10 marks)
- (c) Identify and discuss the **FIVE (5)** phases in the generic purchasing-decision model. (10 marks)

**Question 2**

- (a) What is Auction? LIST **THREE (3)** limitations of E-Auction (5 marks)
- (b) Identify and explain **FOUR (4)** steps of E-Commerce strategy planning process. (8marks)
- (c) Explain **SIX (6)** unique features of E-commerce technology. (12 marks)

**Question 3**

- (a) List any **SEVEN (7)** types of tools to achieve E-Commerce site security. (7 marks)
- (b) Nowadays more and more consumer likes to place an order through the Internet. Discuss **EIGHT (8)** reasons that cultivate this type of behavior. (8 marks)
- (c) E-commerce are categorized by the nature of the market relationship. Explain **FIVE (5)** major types of e-commerce under this category. (10 marks)

**Question 4**

- (a) What is Internet broadband connection? Identify and explain **THREE (3)** types of broadband connection. (7 marks)
- (b) Describe the use of the following payment methods:  
(i.) smart cards  
(ii.) stored-value cards  
(iii.) e-checks  
(iv.) credit cards (8 marks)
- (c) Explain **FIVE (5)** support areas for EC applications based on EC Framework. (10 marks)

**Question 5**

- (a) Define biometric system. List **FIVE (5)** common biometrics. (7 marks)
- (b) Discuss in **THREE (3)** areas how Ecommerce has changed our life. (6 marks)
- (c) Define encryption. Identify **FIVE (5)** major benefits of encryption. (12 marks)

**Question 6**

- (a) Suggest **FIVE (5)** factors that contributed to the rise in cyber-attacks. (5 marks)
- (b) List and explain **FIVE (5)** types of E-commerce Revenue Model (10 marks)
- (c) Identify **FIVE (5)** potential benefits of B2B e-commerce. (10 marks)

~THE END~

