



FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

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

Course : **ICT2107: E-Commerce Theory And Applications**

Date of Examination : 29th July 2016, Friday

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Ooi Kok Keong, Mahaletchumy, Tee Ah Ann,**
Fanny Merlyn Humphrey and Noor Aliza Zainal Abidin

Moderator : Robina Tinawin

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

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN FINANCE (DIF)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: APRIL 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) Identify and explain any **THREE (3)** advantages of this mobile application.

Mother Dairy (India) Case Study:

In India, a case study was conducted to allow dairy products to be ordered via mobile devices. The following screen captures show some of the steps involved when a user is making an order of a dairy product. The last screen on the right shows options for milk flavors.



(9 marks)

- (b) Revenue Model describes how a company will earn revenue, generate profits, and produce a superior return on invested capital. List **FIVE (5)** types of revenue model with its description.

(10 marks)

- (c) Explain any **THREE (3)** limitation of the above M-Commerce application. (6 marks)

Question 2

- (a) List and briefly discuss **FOUR (4)** common classifications of EC by the nature of the transaction. (8 marks)
- (b) Provide any **FIVE (5)** guidelines for a successful website. (10 marks)
- (c) What is social computing? List any **TWO (2)** characteristics of it. (4 marks)
- (d) There are many advantages of E-tailing both to sellers and buyers. Describe **THREE (3)** benefits to the buyers. (3 marks)

Question 3

- (a) Explain **FIVE (5)** critical factors that come into play in determining whether a particular method of e-payment achieves critical mass. (10 marks)
- (b) The consumer decision-making process may involve many people. Describe **FIVE (5)** groups of people (roles): (10 marks)
- (c) List any **FIVE (5)** web controls to protect ecommerce platform. (5 marks)

Question 4

- (a) List and explain the **FIVE (5)** support services of the EC framework. (10 marks)
- (b) Explain the following terms:
i. Search engine
ii. Intelligent Agent
iii. E-Shopping Cart
iv. E-Catalogue
v. Data Mining (10 marks)
- (c) List any **FIVE (5)** types of E-Procurement. (5 marks)

Question 5

- (a) Briefly explain **TEN (10)** factors that lead to the fast growth of E-Commerce. (10 marks)
- (b) Describe the **THREE (3)** E-Commerce organizations (6 marks)
- (c) Explain the **THREE (3)** main factors that affect consumer satisfaction with internet shopping. (9 marks)

Question 6

- (a) Describe E-Commerce benefits to organizations, individuals, and society. (6 marks)
 - (b) With an aid of a diagram, illustrate the method of digital signatures in ecommerce access control. (9 marks)
 - (c) Describe the **FIVE (5)** technical attack methods of ecommerce. (10 marks)
- (10 marks)

~ The End ~
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