

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2018

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : July 28, 2018 (Saturday)

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

Duration : 2 Hours

Special Instructions :

SECTION A: Answer TWO (2) COMPULSORY questions

SECTION B: Answer TWO (2) questions

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ooi Kok Keong, Mohd Norhazli, Ng Ruoh Ling, Marie Shirlean

Tang Yang Tze and Yogeswari

Moderator : Ms Robina Tinawin

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
ICT2107: E-COMMERCE THEORY AND APPLICATION
FINAL EXAMINATION: APRIL 2018 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer **ALL** questions from **SECTION A** and any **TWO (2)** questions from **SECTION B** in the answer booklet provided. All questions carry equal marks.

SECTION A: Answer **ALL** questions in the answer booklet provided. **(50 marks)**

Question 1

- (a) List **SIX (6)** common types of buyer demands for the e-commerce platforms. (6 marks)
- (b) With the aid of a suitable diagram, illustrate the **FOUR (4)** business possibilities analysis for market research. (10 marks)
- (c) Provide **THREE (3)** advantages and **THREE (3)** disadvantages of public exchanges B2B business model to sellers. (9 marks)

Question 2

- (a) List **FIVE (5)** support services provided by the e-Hub. (5 marks)
- (b) Identify and explain **THREE (3)** types of broadband connection. (6 marks)
- (c) Differentiate the characteristics of traditional buyers and Internet buyers in **THREE (3)** areas. (6 marks)
- (d) Provide **FOUR (4)** reasons why small businesses should consider E-commerce as a better option than the traditional business model. (8 marks)

SECTION B: Answer any TWO (2) questions in the answer booklet provided. (50 marks)

Question 3

- (a) Provide **FOUR (4)** points how Internet has helped business gain competitive advantage. (8 marks)
- (b) Describe the **SEVEN (7)** technical attack methods of ecommerce (7 marks)
- (c) Discuss **FOUR (4)** areas to pay attention on when comes to negotiation on terms and conditions with buyers in cross-border E-commerce. (6 marks)
- (d) List **FOUR (4)** characteristics of online buyer on cross border platform. (4 marks)

Question 4

- (a) Explain **THREE (3)** important data collected from the e-commerce platform for business logic. (9 marks)
- (b) Discuss any **FOUR (4)** web features and how those features support E-commerce. (4 marks)
- (c) Explain any **FOUR (4)** important pages an E-commerce website should have. (8 marks)
- (d) Identify **FIVE (5)** potential benefits of B2B e-commerce. (4 marks)

Question 5

- (a) Provide any **THREE (3)** security threats in E-commerce. (3 marks)
- (b) Discuss **FOUR (4)** methods or solutions that are used to strengthen the Internet security. (6 marks)
- (c) Explain the following business-to-consumer business models: (9 marks)
- (i) Content provider
 - (ii) Community provider
 - (iii) Service provider
- (d) List and explain **FIVE (5)** types of E-commerce Revenue Model (5 marks)
- (e) Explain on the meaning “One belt and one road”? (2 marks)

~ The End ~
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