

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2019

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 29 July 2019, (Monday)

Time : 8:00am – 10:00am 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, Azmir Bin Ismail, Marie Shirlean and Lingkeswari

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 APPLICATION
FINAL EXAMINATION: APRIL 2019 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) What are the **THREE (3)** major trends in E-Commerce? (6 marks)
- (b) List down **SEVEN (7)** ways of obtaining effective keywords. (7 marks)
- (c) Describe **EIGHT (8)** essential factors in creating successful E-Commerce website (12 marks)

Question 2

- (a) Provide **THREE (3)** important business logic that company would like to obtain from the cross border platform. (3 marks)
- (b) Differentiate between E-commerce and E-business. (6 marks)
- (c) What are **THREE (3)** key points of the market development? Explain it in detail. (9 marks)
- (d) The TCP/IP and Packet Switching are key technologies in Web environment. Describe the functions of TCIP/IP and Packet Switching. Draw a diagram to illustrate how a message is sent using TCIP/IP and Packet Switching. (7 marks)

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

Question 1

- (a) List **FOUR (4)** Internet buyer characteristics observed from the online data. (4 marks)
- (b) List **NINE (9)** major capabilities that contribute to the growth of E-Commerce (9 marks)
- (c) Describe any **SIX (6)** factors that need to be considered when starting an e-commerce business. (12 marks)

Question 2

- (a) What are eWTP? Briefly explain. (2 marks)
- (b) Identify and briefly discuss the **SIX (6)** dimension of E-Commerce security, based on customer's and merchant's perspectives. (6 marks)
- (c) List and explain the importance of keywords in an online platform. (8 marks)
- (d) List **NINE (9)** E-Commerce Website features that annoy customers. (9 marks)

Question 3

- (a) Explain **FIVE (5)** ways how has e-commerce changed the traditional business industries (5 marks)
- (b) Compare between B2C and C2C in terms of the benefit. (10 marks)
- (c) Describe **FOUR (4)** B2B (Business-To-Business) business models with their respective revenue models. (10 marks)

~ The End ~

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