

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2018

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 12 December 2018, (Wednesday)

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) : Lingkeswari Kunasagaram, Ooi Kok Keong and Azmir Bin Ismail

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: AUGUST 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) Identify and explain the differences between E-commerce and E-business. (6 marks)
- (b) Explain any **THREE (3)** business models of E-Commerce. Provide example for each model. (15marks)
- (c) List any **TWO (2)** benefits and any **TWO (2)** limitations of E-commerce. (4 marks)

Question 2

- (a) Explain any **THREE (3)** types of E-commerce Payment Systems. (12 marks)
- (b) Describe the **FIVE (5)** main steps in establishing a company's security plan. (13 marks)

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

Question 1

Explain the following key technology concepts with relevant example:

- a) Packet switching (5 Marks)
- b) Transmission Control Protocol (TCP) (5 Marks)
- c) eWTP (5 Marks)
- d) Cloud Computing (5 Marks)
- e) Web 2.0 (5 Marks)

Question 2

- (a) Describe any **FOUR (4)** revenue models based on B2C (Business to Consumer) business model. (12 marks)
- (b) Describe **TWO (2)** revenue models based on B2B (Business to Business) business model. (9 marks)
- (c) List **FOUR (4)** features of e-distributor. (4 marks)

Question 3

- (a) List the **EIGHT (8)** important factors in a successful E-Commerce website design. (8 marks)
- (b) List any **FIVE (5)** E-Commerce website features that annoy the customers. (5 marks)

(c) Explain **FOUR (4)** benefits of online auction.

(12 Marks)

~ **The End** ~

Ict2107 (final)august2018/formatted