

FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2019

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : December 13, 2019 (Friday)

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) : Mohd Norhazli, Rachel Poh and Yogeshwari

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 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. **(60 marks)**

Question 1

- (a) Explain in details the meaning of electronic B2B. (10 marks)
- (b) Explain in details the definition of electronic B2C. (10 marks)
- (c) Explain in details the definition of electronic commerce. (10 marks)

(Total: 30 marks)

Question 2

- (a) Compare between 'Brick & Mortar' and M-Commerce in terms of the benefits. (10 marks)
- (b) List **FIVE (5)** examples of M-commerce apps. (5 marks)
- (c) List **FIVE (5)** important concerns in online privacy of internet consumers. (5 marks)
- (d) Explain **FIVE (5)** phases of analysing the ethical dilemma for digital business security issue. (10 marks)

(Total: 30 marks)

SECTION B

Answers any **TWO (2)** questions out of **THREE (3)** essay question. (40 marks)

Question 1**Article Title: Facebook Scandal 2018**

Early in the year 2018, Facebook has been accused of getting involved in user data scandal that expose almost 87 million of Facebook account user's privacy data to a consulting firm, Cambridge Analytica which handled Donald Trump campaign. The user data has been used by Cambridge Analytica to manipulate the General Election of America in 2016. – *taken from The Vox (2018)*

Based on the article above, discuss the consequences of digital data privacy violation towards internet users.

(Total: 20 marks)

Question 2**Article Title: Malaysia, First Asian Country to Initiate Alibaba Netpreneur Training Programme**

KUALA LUMPUR: Malaysia will be the first Asian country, outside China, to initiate the Alibaba Netpreneur Training Programme from March 23, 2019 to April 3, 2019, which will complement the ongoing Electronic World Trade Platform (eWTP) initiatives in Malaysia. Alibaba group vice-president Brian Wong said the 10-day programme would be hosted at Alibaba's Headquarters in Hangzhou, China, and the second training programme would kick off from April 13, 2019 to April 24, 2019. The programme was aimed at enabling Malaysian entrepreneurs and those who operate businesses within the Malaysian market to embrace digital innovations to transform their businesses and the country's economy, he told Bernama recently. Under the eWTP agreement with Malaysia, Wong said the Alibaba Group was committed to facilitate the development of eTrade infrastructure and the adoption of best practices.

“The Alibaba Netpreneur Training Programme, jointly organised by Alibaba Business School, Malaysian Digital Economy Corporation, Malaysia External Trade Development Corporation and SME Corporation Malaysia, is programmed to cater to the different needs of different businesses in Malaysia, when it comes to adapting to the digital ecosystem,” said Wong. Wong said a maximum of 50 entrepreneurs would participate in each of the training programme.

Asked if the training programmes would continue after these two batches, Wong said: “We are committed to working with the Malaysian government and businesses to share the know-how and best practices to enable small and medium enterprises (SMEs) to fully benefit from globalisation. “We will continue providing training initiatives and conduct these programmes for Malaysian businesses.

“As part of our ongoing initiative under the eWTP programme, aimed at addressing various challenges facing Malaysia's entrepreneurs, we will help both traditional businesses and digital ventures to convert challenges into opportunities to propel their business further,” added Wong. – *taken from The Star (2019)*

Based on the article above, discuss the positive effect of Alibaba's initiative towards Malaysian business owners.

(Total: 20 marks)

Question 3

Article Title: Alibaba Sets New Singles Day Record with More Than \$30.8 Billion in Sales within 24 Hours

Alibaba on Sunday tore through last year's Singles Day sales record, racking up more than \$30.8 billion in the 24-hour shopping event. Gross merchandise value (GMV), a figure that shows sales across the Chinese e-commerce giant's various shopping platforms, surpassed last year's \$25.3 billion record at around 5:34 p.m. SIN/HK (4:34 a.m. ET) on Sunday, and kept marching higher through the rest of the day. In Chinese currency terms, GMV totaled 213.5 billion yuan, easily beating last year's figure of 168.2 billion yuan and representing a nearly 27 percent year-on-year rise. That was, however, smaller than the 39 percent year-on-year growth recorded in 2017.

Alibaba's Singles Day GMV beat last year's figure in yuan terms earlier than it toppled the dollar record. The Chinese currency is weaker against the greenback from a year ago, which means more sales in yuan are required to get the same dollar amount. It was the 10th edition of the annual Singles Day event, which is also called the Double 11 shopping festival because it falls on Nov. 11. During the 24-hour period, Alibaba offered huge discounts across its e-commerce sites such as Tmall.

Alibaba's Singles Day sales haul easily exceeded the spending by consumers during any single U.S. shopping holiday. The event got off to a strong start with sales hitting \$1 billion in one minute and 25 seconds. Just over an hour in, and sales exceeded \$10 billion, five minutes and 21 seconds faster than last year. The number of delivery orders surpassed a billion.

– taken from CNBC news website (2018)

Based on the article above, discuss the influence of E-commerce on modern consumers.

(Total: 20 marks)

~The End~

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