

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : JANUARY 2018

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 7 March, 2018 (Wednesday)

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

Duration : 2 Hours

Special Instructions :
Answer any **FOUR (4)** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Mahaletchumy, Marie Shirlean Mekilen, Azmir, Mohd Norhazli, Siti Hajar and Melisa Kaur**

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 APPLICATIONS
FINAL EXAMINATION: JANUARY 2018 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) Explain the **THREE (3)** types of EC organizations. (6 marks)
- (b) List down **FIVE (5)** support areas of E-Commerce framework. (5 marks)
- (c) E-business and e-commerce are terms that are sometimes used interchangeably, and sometimes they are used to differentiate one vendor's product from another. Explain the difference between e-business and e-commerce. (4 marks)
- (d) Discuss **FIVE (5)** benefits of E-Commerce to consumers. (10 marks)
- (Total: 25 marks)**

Question 2

- (a) List **FIVE (5)** common usage of cloud computing. (5 marks)
- (b) Explain the difference between packet switching and circuit switching. (6 marks)
- (c) To setup a business online, you need to register your business and obtain a **domain name** for your website, you need to host your website on a **server** for your customers to access, you also implement a **virtual private network** for online payment feature, and you also need to make sure your website supports most **web browsers**. Explain the terms that are bold in the statements above. (8 marks)
- (d) State and briefly explain **THREE (3)** wireless internet access technologies. (6 marks)
- (Total: 25 marks)**

Question 3

- (a) Discuss **FIVE (5)** models that can be used to generate revenue and produce superior return on investment in E-commerce. (10 marks)
- (b) Distinguish the meaning of direct competitor and indirect competitor. Provide examples for both term. (5 marks)
- (c) Explain the following: (10 marks)
- i. Search engine
 - ii. Intelligent agent
 - iii. E-shopping cart
 - iv. E Catalogues
 - v. Data mining

(Total: 25 marks)

Question 4

- (a) Define mass customization. Name and explain **FOUR (4)** approaches to mass customization. (10 marks)
- (b) Online Stock Trading becomes one of the fastest growing E-Commerce (EC) applications. Explain **FIVE (5)** reasons why do you think that the Stock Trading Online gained well-acceptance from the investors? (10 marks)
- (c) List any **FIVE (5)** E-Commerce Applications. (5 marks)

(Total: 25 marks)

Question 5

- (a) List and briefly describe the **FOUR (4)** basic types of B2B transactions and activities.
(8 marks)
- (b) List **SIX (6)** major benefits of B2B for buyers and sellers.
(12 marks)
- (c) Identify **FIVE (5)** types of e-procurement.
(5 marks)

(Total: 25 marks)

Question 6

- (a) Briefly describe nonrepudiation and its benefits for EC and electronic transactions.
(5 marks)
- (b) List any **FIVE (5)** computer threat affecting e-commerce.
(5 marks)
- (c) Define biometric system and identify **FOUR (4)** common biometrics.
(5 marks)
- (d) List any **FIVE (5)** website design criteria.
(5 marks)
- (e) List the **FOUR (4)** web site hosting options for an online business and main reason why domain names are important.
(5 marks)

(Total: 25 marks)

~ The End ~