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INTERNATIONAL COLLEGE PENANG (507232-U)

LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : January 2014

Programme : DIPLOMA IN BUSINESS ADMINISTRATION

Course : CSC2171 : E-COMMERCE THEORY AND APPLICATION

Date of Examination : 12 March 2014

Time : 08:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Students are not allowed to remove the question papers from the examination venue.

Materials permitted :

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Materials provided :

Answer Booklet

Examiner(s) :

Ooi Kok Keong

Moderator :

Dr. Vincent Khoo

This paper consists of 3 printed pages, including the cover page.

INTI COLLEGE PENANG
DIPLOMA IN BUSINESS ADMINISTRATION(DBADI)
CSC2171: E-Commerce Theory and Application
FINAL EXAMINATION: JANUARY 2014

Instructions: 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) Discuss **FOUR (4)** reasons why should airline companies implement electronic commerce. (8 marks)
- (b) In the context of e commerce, explain the term:
 (i) Integrity (2 marks)
 (ii) Privacy (2 marks)
- (c) Define enterprise social networks. How can companies use Web 2.0 tools to offer customers more ways to engage and interact on their Web sites? (7 marks)
- (d) Explain the **SIX (6)** elements of E-strategy. (6marks)

Question 2

- (a) List, give example and briefly discuss **FOUR (4)** common classifications of EC by the nature of the transaction. (12 marks)
- (b) Discuss **EIGHT (8)** ways how intelligent agent in the Electronic job market would be able to help us in finding a job. (8 marks)
- (c) Identify any **FIVE (5)** businesses that can potentially gain from data-mining. (5 marks)

Question 3

- (a) Explain the following: (10 marks)
 1. Privacy
 2. Information privacy
 3. Intellectual property
 4. Trademark:
 5. Cybersquatting
- (b) List any **NINE (9)** types of tools to achieve E-Commerce site security. (9 marks)

- (c) i. Explain the term Outsourcing. (2 marks)
- ii. Differentiate the following: (4 marks)
- a. Build own vs. outsourcing:
 - b. Host own vs. outsourcing

Question 4

- (a) Explain the following terms: (8 marks)
- i. Business model
 - ii. Business plan
 - iii. E-commerce business model
 - iv. Organizational Development
- (b) Value propositions defines how a company's product or service fulfills the needs of customers. Explain **THREE (3)** examples of successful value propositions. (6 marks)
- (c) Define **SEVEN (7)** major security issues that can occur in E commerce environment. (7 marks)
- (d) Explain Industry Value Chain. (4 marks)

Question 5

- (a) Give **SIX (6)** reasons why many companies are giving priority to advertising on the Internet. (6 marks)
- (b) What is the purpose of using digital signature? Use a diagram to explain how digital signature works. (6 marks)
- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship. (7 marks)
- (d) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce (EC). (6 marks)

Question 6

- (a) Electronic Commerce supports organizations to response to the business pressures. List & explain briefly **EIGHT (8)** activities that are supported by E-commerce (10 marks)
- (b) Give **FIVE (5)** reasons why many people willing to perform online stock trading? (5 marks)
- (c) Identify and give an example for **FIVE (5)** revenue model of E-Commerce. (10 marks)