

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma in Business (DIB)

Course : **ICT2107: E-Commerce Theory And Applications**

Date of Examination : 10 March, 2017 (Friday)

Time : 8:00am – 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.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ooi Kok Keong and Yogeswari

Moderator : Robina Tinawin

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: JANUARY 2017 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) List **TEN (10)** steps to establish an online retail store. (10 marks)
- (b) Discuss **FIVE (5)** ways how intelligent agent in the Electronic job market would be able to help us in finding a job. (5 marks)
- (c) Explain the **FIVE (5)** technical limitations and **FIVE (5)** non-technical limitations of E-Commerce. (10 marks)

Question 2

- (a) What is Auction? List **THREE (3)** limitations of E-Auction (5 marks)
- (b) Identify and explain **FOUR (4)** steps of E-Commerce strategy planning process. (8marks)
- (c) List, give example and briefly discuss **FOUR (4)** common classifications of E-Commerce by the nature of the transaction. (12 marks)

Question 3

- (a) List any **SEVEN (7)** types of tools to achieve E-Commerce site security. (7 marks)
- (b) Nowadays more and more consumer likes to place an order through the Internet. Discuss **EIGHT (8)** reasons that cultivate this type of behavior. (8 marks)
- (c) List and explain **FIVE (5)** advantages of Ecommerce over traditional retail business (10 marks)

Question 4

- (a) Identify and explain in detail any **TWO (2)** supporting areas from the E-Commerce framework. (10 marks)
- (b) Discuss **FOUR (4)** reasons why should airline companies implement electronic commerce. (8 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)

Question 5

- (a) Define encryption. Identify **FIVE (5)** major benefits of encryption. (6 marks)
- (b) List out **NINE (9)** major capabilities that contribute to the growth of E-Commerce (EC) (9 marks)
- (c) Describe **FIVE (5)** characteristics of a successful ecommerce website. (10 marks)

Question 6

- (a) List **FIVE (5)** technical limitations of mobile computing. (5 marks)
- (b) Suggest **FIVE (5)** factors that contributed to the rise in cyber-attacks. (5 marks)
- (c) Revenue Model describes how a company will earn revenue, generate profits, and produce a superior return on invested capital. List **FIVE (5)** types of revenue model with its description and example. (15 marks)

