



FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Information And Communication Technology
(DICTN/DICTI)

Course : ICT2107 A : E-Commerce Theory And Applications

Date of Examination : July 25, 2014

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

Duration : 2 Hours

Special Instructions :

Answer any **FOUR (4)** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Ms. Ng Ruoh Ling, Ooi Kok Keong.

Moderator : Ms. Robina Tinawin

This paper consists of 4 printed pages, including the cover page.

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DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY PROGRAMME
(DICTN)ICT2107A : E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: APRIL 2014 SESSION

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) List and briefly discuss **FOUR (4)** common classifications of Ecommerce by the nature of the transaction. (8 marks)
- (b) Discuss **FOUR (4)** technical issues that limit the growth of Ecommerce. (8 marks)
- (c) Identify and discuss **THREE (3)** common business models used by many EC companies. (9 marks)

Question 2

- (a) Discuss **SIX (6)** ways how intelligent agent in the electronic job market would be able to help us in finding a job. (6 marks)
- (b) Provide **FOUR (4)** reasons why should airline companies implement Ecommerce. (8 marks)
- (c) List **FIVE (5)** supporting areas of framework of Ecommerce. (5 marks)
- (d) Differentiate between pure Ecommerce and partial Ecommerce in **TWO (2)** areas. (6 marks)

Question 3

- (a) Nowadays more and more consumers like to place an order through the Internet. Discuss **FOUR (4)** reasons that cultivate this type of behavior. (8 marks)
- (b) Identify and explain **FOUR (4)** characteristics of products that are suitable for online selling. (8 marks)

- (c) Identify and explain the **THREE (3)** protection areas in security triad. (9 marks)

Question 4

- (a) Identify and explain **FOUR (4)** features that you want to include in a music store website. (8 marks)
- (b) Give **SIX (6)** reasons why many companies are giving priority to advertising on the Internet. (6 marks)
- (c) What is electronic procurement system? Discuss **FOUR (4)** advantages of using electronic procurement system. (11 mark)

Question 5

- (a) Identify **THREE (3)** common security features that you can suggest to allow secure online banking transactions. For each feature, discuss where it can be used. (9 marks)
- (b) Discuss any **FOUR (4)** considerations when designing the user interface of a website. (8 marks)
- (c) Discuss **FOUR (4)** limitations of E-Auction. (8 marks)

Question 6

- (a) Identify the revenue model of the following B2C Ecommerce:

- (i) Internet Service Provider
- (ii) Transaction Broker
- (iii) Traveling web portal
- (iv) Toys E-store
- (v) Auction website provider
- (vi) Community Provider

(6 marks)

- (b) What is social networking? Discuss **FOUR (4)** common features offered by social networking websites. (10 marks)
- (c) Identify and explain **THREE (3)** uncontrollable variables in EC Consumer Behavior Model. Provide **TWO (2)** examples for each variable. (9 marks)

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