



**INTI**  
International College Subang  
LAUREATE INTERNATIONAL UNIVERSITIES'

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2015

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

Course : ICT2107B /CSC2107 : E-Commerce Theory And Applications

Date of Examination : August 5, 2015

Time : 8:00am – 10:00am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

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

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Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Ms. Shee Fui Chie, Eric Cheah Chin Soon.

Moderator : Ms. Noor Hasrina

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



INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY (DICTN)  
ICT2107B: E-COMMERCE THEORY AND APPLICATIONS  
FINAL EXAMINATION: APRIL 2015 SESSION

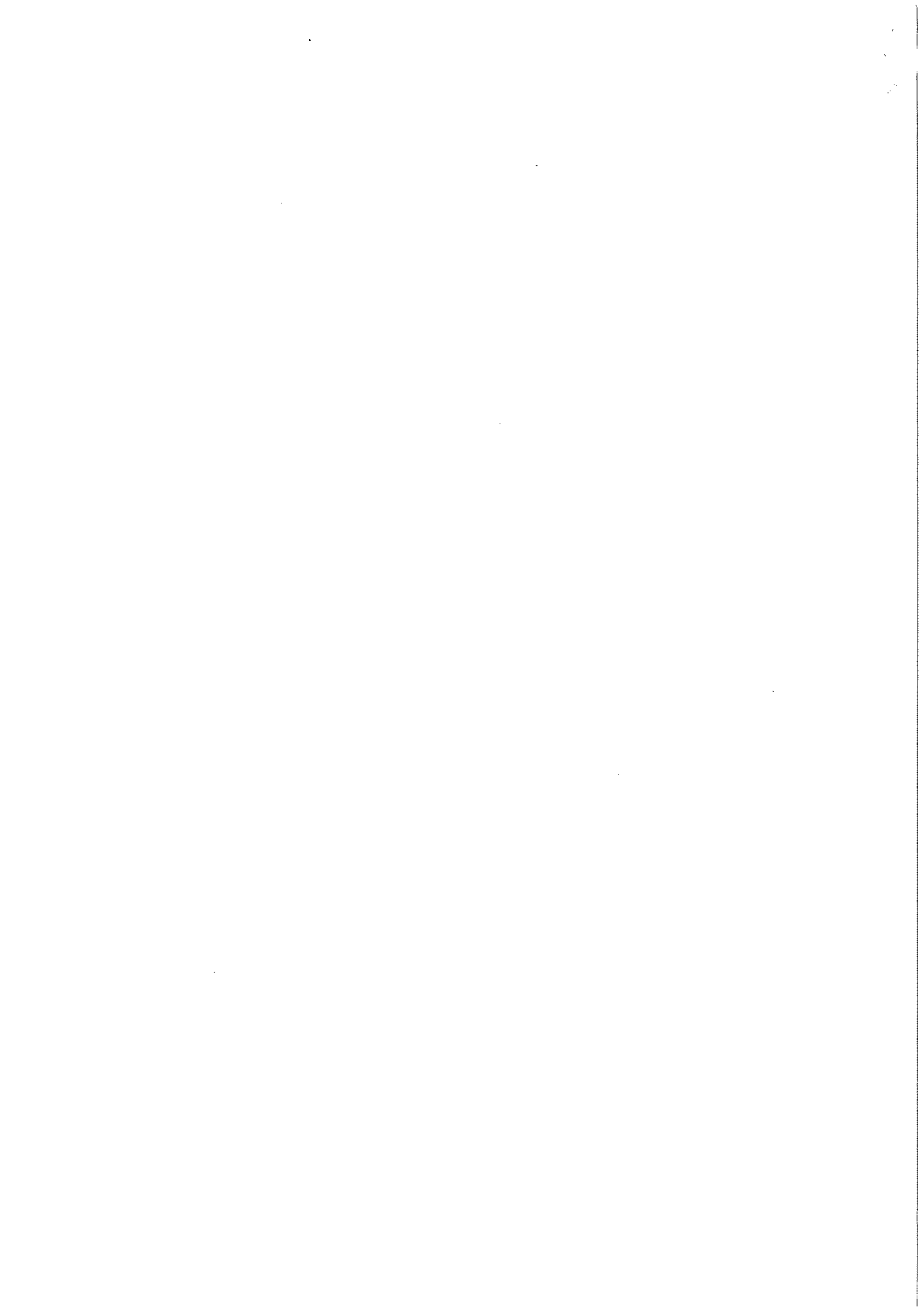
**Instructions:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) Explain the following terms:
- (i) Business-To-Consumer (B2C)
  - (ii) Business-To-Business (B2B)
  - (iii) Consumer-To-Consumer (C2C)
  - (iv) Business-To-Business-Consumer (B2B2C)
  - (v) Business-to-Employee (B2E)
- (10 marks)
- (b) Differentiate pure electronic commerce and partial electronic commerce. (4 marks)
- (c) Provide **ONE (1)** example for each in item (b). (3 marks)
- (d) Describe the following terms: (8 marks)
- (i) Collaborative customisation
  - (ii) Transparent customisation
  - (iii) Cosmetic customisation
  - (iv) Adaptive customisation

**Question 2**

- (a) Describe the following support areas upkeep the e-commerce applications:
- (i) People
  - (ii) Public policy
  - (iii) Marketing and advertising
  - (iv) Support services
  - (v) Business partnerships
- (10 marks)
- (b) Identify **FIVE (5)** revenue models of e-commerce. (10 marks)
- (c) For each model in item (b), provide an example to aid your answer. (5 marks)



**Question 3**

- (a) Identify **FIVE (5)** kinds of product / service that are not suitable to offer online. (10 marks)
- (b) Explain **THREE (3)** basic functionalities which are provided by e-commerce merchant server software for online sales. (9 marks)
- (c) List **SIX (6)** types of e-auction fraud. (6 marks)

**Question 4**

- (a) List **FIVE (5)** businesses that can potentially gain from data-mining. (5 marks)
- (b) Explain **FIVE (5)** constraints on the growth of B2C e-business. (10 marks)
- (c) Name **FIVE (5)** types of B2C models. Give an example for each type. (10 marks)

**Question 5**

- (a) There are increasing trend of business implementing B2B concept in the business. Identify **FIVE (5)** benefits of B2B. (10 marks)
- (b) Describe **FIVE (5)** major security issues in e-commerce. (10 marks)
- (c) Explain the following types of computing module:
  - (i) Client/server computing
  - (ii) Cloud computing(5 marks)

**Question 6**

- (a) Provide **TWO (2)** advantages and **TWO (2)** disadvantages of building an e-commerce application in house. (8 marks)
- (b) List and explain **FOUR (4)** roles within any e-commerce development team. (12 marks)
- (c) Market research is the systematic gathering, recording, and analysis of data pertaining to issues related to marketing products and services. Describe **FIVE (5)** reasons why marketers want to conduct market research for an online business. (5 marks)

