

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2017

Programme : Diploma In Business (DIB)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : 03 August, 2017 (Thursday)

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

Duration : 2 Hours

Special Instructions :

Answer any FOUR (4) questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Mahaletchumy Ramakrishnan, Tee Ah Ann , Ng Ruoh Ling,
Ooi Kok Keong , Yogesh , Marie Shirlean

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 APPLICATION
FINAL EXAMINATION: APRIL 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) Identify and explain **THREE (3)** classifications of E-commerce. (9 marks)
- (b) Briefly discuss **TWO (2)** benefits of E-commerce to organizations and **TWO (2)** benefits of E-commerce to consumers. (8 marks)
- (c) Explain the E-commerce terms below: (8 marks)
- (i.) Digital society
 - (ii) Social networking
 - (iii) E-tailing
 - (iv.) Click-and-mortar organization

Question 2

- (a) Discuss **FOUR (4)** common features found in Ecommerce website. (8 marks)
- (b) 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)
- (c) What is cloud computing? Provide **TWO (2)** benefits and **ONE (1)** drawback of cloud computing to Ecommerce. (9 marks)

Question 3

- (a) Portal is one of the B2C business models. It offers powerful search tool plus an integrated package of content and services. Brief explain **THREE (3)** possible revenue models that could be generated from game and entertainment portal and explain how these revenue model could be achieved.
(6 marks)
- (b) Discuss the impact of E-Commerce on the following areas with appropriate example(s) of information system where appropriate:
- (i) Manufacturing
 - (ii) Finance and Accounting
 - (iii) HR Management, Training and Education
- (9 marks)
- (c) “Although e-commerce has grown explosively, eventually its growth will cap as it confronts its own fundamental limitations.” Based on this statement, identify and discuss **FIVE (5)** potential limitations on the growth of B2C E-Commerce.
(10 marks)

Question 4

- a) What is B2B?
(1 marks)
- b) List any **FOUR (4)** B2B business models focuses on net marketplaces.
(4 marks)
- c) List any **FIVE (5)** ways on how the Internet and the Web change business industry structure based on Porter’s five forces.
(8 marks)
- (c) In general, usability refers to how well users can learn and use a product or a website to achieve their goals. Explain the **FIVE (5)** factors determine usability.
(10 marks)

Question 5

- (a) Describe any **FIVE (5)** security issues in e-commerce. (10 marks)
- (b) Describe the **FIVE (5)** security recruitments of e-commerce. (10 marks)
- (d) List any **FIVE (5)** malicious codes which are the main technical attacks to e-commerce. (5 marks)

Question 6

- a) What is e-micropayments? (2 marks)
- b) List the **THREE (3)** B2B electronic payments. (3 marks)
- c) Describe the **FIVE (5)** basic micropayment models. (10 marks)
- d) Explain the **FIVE (5)** critical factors that come into play in determining whether a particular method of e-payment achieves critical mass. (10 marks)