



FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

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

Course : ICT2107A /CSC2107 : E-Commerce Theory And Applications

Date of Examination : December 12, 2014

Time : 11:00am – 1:00pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

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

Moderator : Ms. Noor Hasrina

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY (DICTN/DICTI)
ICT2107A / CSC2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 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) Discuss **FOUR (4)** reasons why a company should implement electronic commerce. (8 marks)
- (b) In the context of e-commerce, explain the term:
- i. Integrity (2 marks)
 - ii. Privacy (2 marks)
- (c) An e-commerce web site is hosted by a web server which can be retrieved by customers from all over the world. Explain with an aid of a diagram the process of retrieving a web page from customer browser. (7 marks)
- (d) List any **SIX (6)** products which are no suitable to sale online. (6 marks)

Question 2

- (a) Name **FIVE (5)** layers in the TCP/IP. (5 marks)
- (b) Describe **TWO (2)** advantage for each of the following features on an e-commerce website:
- i) FQA
 - ii) Chat room
 - iii) Tracking tools
 - iv) Troubleshooting tools
 - v) Email and automated response.
- (10 marks)

- (c) Identify and explain any **FIVE (5)** e-commerce applications. (10 marks)

Question 3

- (a) List and describe the **SEVEN (7)** electronic commerce initiatives for a company. (7 marks)
- (b) Nowadays more and more consumers like to place an order through the Internet. Discuss **SIX (6)** causes that cultivate this type of behavior. (6 marks)
- (c) Describe **THREE (3)** market mechanisms that can apply in ecommerce merchant software. (6 marks)
- (d) Describe the following terms: (6 marks)
- i. Smart cards
 - ii. Store-value cards
 - iii. E-checks

Question 4

- (a) List and explain **FIVE (5)** types of people who play the role in consumer purchasing decision making. (10 marks)
- (b) Customer loyalty is the degree to which a customer will stay with a specific vendor or brand. Identify and describe **FIVE (5)** ways to establish this trust relationship between online customer and vendor. (10 marks)
- (c) Name **FIVE (5)** types of ecommerce B2C e-commerce business models. (5 marks)

Question 5

- (a) What are **THREE (3)** of the major considerations when implementing an online ad campaign? (6 marks)

- (b) Identify **FOUR (4)** benefits and **TWO (2)** limitations of e-auctions to sellers involved in B2B. (6 marks)
- (c) Identify and describe **SEVEN (7)** aspects of **how** electronic marketplace changes the process in traditional business process. (7 marks)
- (d) Give **THREE (3)** differentiations between Pure Electronic-Commerce vs. Partial Electronic Commerce (EC).

	Pure Electornic-Commerce	Partial Electornic Commerce
Organization		
Primary Business		
Method of selling		

(6 marks)

Question 6

- (a) Describe how B2B e-commerce can be applied for the travel services. (5 marks)
- (b) What are the **FIVE (5)** methods of protecting your privacy over Internet? (10 marks)
- (c) Explain **FIVE (5)** advantages and **FIVE (5)** disadvantages of online payment systems. (10 marks)

-THE END-

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