

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Information And Communication Technology (DICTN)

Course : ICT2107B: E-Commerce Theory And Applications

Date of Examination : December 12, 2015

Time : 2.00pm – 4.00pm 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 and Mr. Muhammad Faisal Maslan

Moderator : Ms. Noor Hasrina

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

DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY
 ICT2107B: E-COMMERCE THEORY AND APPLICATIONS
 FINAL EXAMINATION: AUGUST 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) EC framework is supported by infrastructure and five support areas. List out and briefly explain the **FIVE (5)** support areas. (10 marks)
- (b) Explain the difference between 'Brick-and-Mortar' and 'Click-and-Mortar' organizations. (4 marks)
- (c) Discuss **TWO (2)** advantages for these types of organizations. (6 marks)
- (d) Outline **FIVE (5)** non-technical limitations in E-commerce. (5 marks)

Question 2

- (a) List out **FIVE (5)** businesses that can potentially gain from data-mining. (5 marks)
- (b) Identify and explain any **FIVE (5)** E-commerce applications. (10 marks)
- (c) Fill in the following table pertaining to the advantages of Electronic Job Market for Job Seekers and Employers.

	Job Seekers	Employers
1.		
2.		
3.		
4.		
5.		

(10 Marks)

Question 3

- (a) List out **SEVEN (7)** electronic initiative for the 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. (12 marks)
- (c) Describe smart cards, store-value cards, and e-checks. (6 marks)

Question 4

- (a) Identify **FOUR (4)** types of E-commerce purchaser. Provide an examples for each type identified. (8 marks)
- (b) Explain the following
- (i) Describe what it meant by ethics in E-commerce. (1 mark)
 - (ii) Elaborate **FOUR (4)** ethical manners that should be applied in organization. (8 marks)
- (c) Market researcher need to gather valuable information on consumer, products and markets. Elaborate on tools being used to perform this-function. (8 marks)

Question 5

- (a) Describe the following terms:
- (i) B2B E-commerce
 - (ii) EDI
 - (iii) E-auction
 - (iv) SSL
 - (v) Phishing
- (10 marks)
- (b) As an IT consultant; you should identify and discuss **FIVE (5)** methods to increase security measure in e-commerce. (10 marks)
- (c) Briefly explain **FIVE (5)** types of information that can be obtained from applying data mining techniques. (5 marks)

Question 6

- (a) Outline **FOUR (4)** roles in an E-commerce development team. Provide details job scope for each roles. (12 marks)
- (b) List **FOUR (4)** common methods to make payment in e-business. (4 marks)
- (c) Distinguish between in-house developments and outsource development. Discuss **TWO (2)** advantages for each development. (9 marks)

~THE END~
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