



FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Information And Communication Technology (DICTN)

Course : ICT2107B: E-Commerce Theory And Applications

Date of Examination : 07 December, 2016 (Wednesday)

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) : Mahaletchumy Ramakrishnan, Shee Fui Chie and
Kavitha Thamadharan

Moderator : Noor Hasrina

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

DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY
PROGRAMME (DICTN)
ICT2107B: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 2016 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) Explain the **THREE (3)** major Electronic Commerce organizations. (6 marks)
- (b) Briefly explain the following Electronic Commerce and give **ONE (1)** example.
- i. Consumer-to-Business
 - ii. Business-to-Business-to-Consumers
 - iii. Consumer-to-Consumer
- (9 marks)
- (c) Explain any **FIVE (5)** characteristics of Electronic Commerce. (10 marks)

(Total: 25 marks)

Question 2

- (a) Define the term, *Protocol* and list any **THREE (3)** methods used to determine protocol. (4 marks)
- (b) Give any **TWO (2)** examples of a protocol. (2 marks)
- (c) Explain the following:
- i. Hypertext
 - ii. Internet Service Provider
 - iii. Extranet
- (9 marks)
- (c) Explain any **FIVE (5)** Internet and Web features on which the foundations of Electronic Commerce are built. (10 marks)

(Total: 25 marks)

Question 3

- (a) Briefly explain any **FOUR (4)** benefits of Electronic Commerce experienced by consumers. (6 marks)
- (b) Explain any **SIX (6)** major components and players in an EC marketplace. (9 marks)
- (c) An organization's level of competition within its industry is influenced by Porter's forces. Explain how EC can impact these forces and hence affect the organization competitiveness. (10 marks)

(Total: 25 marks)

Question 4

- (a) Explain the following issues of EC security:
- i. Cybercrime
 - ii. Botnet
 - iii. Exposure
 - iv. Fraud
 - v. Spam
- (5 marks)
- (b) Describe the **FIVE (5)** EC security requirements to protect online transactions. (10 marks)
- (c) Explain any **FIVE (5)** major technical attack methods of ecommerce. (10 marks)

(Total: 25 marks)

Question 5

- (a) Describe any **SIX (6)** factors come into play in determining whether a particular method of e-payment achieve a critical mass. (12 marks)
- (b) What is a payment card? Identify any three **(3)** forms of payment cards. (8 marks)
- (c) What is a micropayment? List any **FOUR (4)** of the situation where e-micropayment can be used? (5 marks)

(Total: 25 marks)

Question 6

(a) Expand the following terms:

- i. BPR
- ii. ISP
- iii. CRM
- iv. DNS
- v. RSS

(5 marks)

(b) Describe any **FIVE (5)** important website design criteria.

(10 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)

(Total: 25 marks)

~ The End ~

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