



FINAL  
Examination Paper

(COVER PAGE)

Session : AUGUST 2017

Programme : Diploma In Information And Communication Technology (DICTN)

Course : ICT2107B: E-Commerce Theory And Applications

Date of Examination : 12 December, 2017 (Tuesday)

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

Duration : 2 Hours

Special Instructions :

Answer any FOUR (4) questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ng Ruoh Ling and Neesha

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 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) Differentiate between E-Business and E-commerce. (6 marks)
- (b) Identify and explain **FIVE (5)** support areas of E-commerce framework. (10 marks)
- (c) Explain the following key elements of business model:
- (i) Value proposition
  - (ii) Revenue model
  - (iii) Customer segmentation
- (9 marks)

**Question 2**

- (a) (i) Explain any **FIVE (5)** transactions types / classifications of E-commerce. (10 marks)
- (ii) Provide an example of the website or company for each transaction. (5 marks)
- (b) Discuss any **FIVE (5)** common system functionalities an E-commerce website should include. (10 marks)

**Question 3**

- (a) Discuss any **FOUR (4)** web features and how those features support E-commerce. (12 marks)
- (b) Explain the following business models:
- (i) Public exchange or market creator
  - (ii) Content provider
  - (iii) Community provider
- (9 marks)
- (c) Explain the meaning of mass customization and provide **TWO (2)** advantages of mass customization. (4 marks)

**Question 4**

- (a) Explain the term packet switching used in Internet. (3 marks)
- (b) Explain the processes involved in packet switching technique. (10 marks)
- (c) Explain the following terms:
- (i) Cloud computing
  - (ii) Communication protocol
  - (iii) Client/server computing
  - (iv) IP address
- (12 marks)

**Question 5**

- (a) Identify and discuss any **FOUR (4)** E-commerce payment systems in use today. (10 marks)
- (b) Provide any **FIVE (5)** success factors for e-payment method. (10 marks)
- (c) Compare any **FIVE (5)** benefits of online banking to traditional banking. (5 marks)

**Question 6**

- (a) Discuss **FIVE (5)** key security threats in the E-commerce environment. (15 marks)
- (b) Identify and explain any **FIVE (5)** security methods for E-commerce that protect the users from the Internet threats. (10 marks)

~THE END~

*ict2107b(f)/aug2017/formatted*