

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : APRIL 2018

Programme : Diploma In Information And Communication Technology (DICTN)
Diploma In Information Technology (DITN)

Course : ICT2107B: E-Commerce Theory And Applications

Date of Examination : 01 August, 2018 (Wednesday)

Time : 8:00am – 10:00am 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 Saravanan Patrick

Moderator : Noor Hasrina

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

DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY PROGRAMME
(DICTN)
DIPLOMA IN INFORMATION TECHNOLOGY PROGRAMME (DITN)
ICT2107B: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: APRIL 2018 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) (i) Discuss **TWO (2)** types of organizations that are involved in E-commerce. (4 marks)
- (ii) Provide example for each. (2 marks)
- (b) Compare the difference between online and offline business in **FIVE (5)** points. (10 marks)
- (c) Explain **THREE (3)** main types of E-commerce. (9 marks)

Question 2

- (a) Discuss **FIVE (5)** success factors of competitive advantage in E-commerce. (10 marks)
- (b) Identify and discuss **FIVE (5)** types of E-commerce business model. In the discussion, explain the revenue model and provide one example of website for each business model. (15 marks)

Question 3

- (a) Identify and explain the **FOUR (4)** layers in TCP/IP. (12 marks)
- (b) Identify and explain **FOUR (4)** features that you want to include in a mobile app or website for a business providing match making and dating service. (8 marks)
- (c) Explain how packet switching works in delivering packets over Internet. (5 marks)

Question 4

- (a) Online travel broker such as Travelocity is an E-commerce that provides services to the public. Discuss the **FOUR (4)** areas of value proposition offered by Travelocity to its consumers. (8 marks)
- (b) What is the role of a market creator in E-commerce? (3 marks)
- (c) With the use of a website (example: Alibaba.com, lazada.com),
- (i) Provide **THREE (3)** success factors of a market creator. (6 marks)
- (ii) Explain **TWO (2)** possible revenue models used by market creator. (4 marks)
- (d) Identify **FOUR (4)** reasons why Facebook is popular as a community provider. (4 marks)

Question 5

- (a) Explain the following B2B business models:
- (i) E-distributor
 - (ii) E-procurement
 - (iii) Exchange
- (9 marks)
- (b) (i) What is meant by industry value chain?
- (2 marks)
- (ii) Provide in **FOUR (4)** areas how the Internet has helped in industry value chain.
- (8 marks)
- (c) Distinguish between industry consortia and private industrial network.
- (6 marks)

Question 6

- (a) List **FIVE (5)** considerations when designing a website.
- (5 marks)
- (b) Discuss any **FIVE (5)** security threats in E-commerce.
- (10 marks)
- (c) Explain any **FIVE (5)** common e-payment system.
- (10 marks)

~ The End ~
ICT2107B(F)/Apr2018