

 **INTI** International  
University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : AUGUST 2018

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

Course : ICT2107B: E-Commerce Theory And Applications

Date of Examination : 12 December 2018, (Wednesday)

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) : Mahalecthumy

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: AUGUST 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) Explain the **THREE (3)** types of E-Commerce organizations. (6 marks)
- (b) List down **FIVE (5)** support areas of E-Commerce framework. (5 marks)
- (c) E-business and E-Commerce are terms that are sometimes used interchangeably, and sometimes they are used to differentiate one vendor's product from another. Explain the difference between E-Business and E-Commerce. (4 marks)
- (d) Discuss **FIVE (5)** benefits of E-Commerce to consumers. (10 marks)

**(Total: 25 marks)**

**Question 2**

- (a) List **FIVE (5)** common usage of cloud computing. (5 marks)
- (b) Explain the difference between packet switching and circuit switching. (6 marks)
- (c) To setup a business online, you need to register your business and obtain a **domain name** for your website, you need to host your website on a **server** for your customers to access, you also need to implement a **virtual private network** for online payment feature, and you also need to make sure your website supports most **web browsers**. Explain the terms that are bold in the statements above. (8 marks)
- (d) State and briefly explain **THREE (3)** wireless internet access technologies. (6 marks)

**(Total: 25 marks)**

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**Question 3**

- (a) Discuss **FIVE (5)** models that can be used to generate revenue and produce superior return on investment in E-commerce. (10 marks)
- (b) Distinguish the meaning of **direct competitor** and **indirect competitor**. Provide examples for both term. (5 marks)
- (c) Explain the following: (10 marks)
- i. Search engine
  - ii. Intelligent agent
  - iii. E-shopping cart
  - iv. E Catalogues
  - v. Data mining

**(Total: 25 marks)**

**Question 4**

- (a) Define **mass customization**. Name and explain **FOUR (4)** approaches to mass customization. (10 marks)
- (b) Online Stock Trading becomes one of the fastest growing E-Commerce (EC) applications. Explain **FIVE (5)** reasons why do you think that the Stock Trading Online gained well-acceptance from the investors? (10 marks)
- (c) List any **FIVE (5)** E-Commerce Applications. (5 marks)

**(Total: 25 marks)**

**Question 5**

- (a) List and briefly describe the **FOUR (4)** basic types of B2B transactions and activities. (8 marks)
- (b) List **SIX (6)** major benefits of B2B for buyers and sellers. (12 marks)
- (c) Identify **FIVE (5)** types of e-procurement. (5 marks)

**(Total: 25 marks)**

**Question 6**

- (a) Briefly describe nonrepudiation and its benefits for EC and electronic transactions. (5 marks)
- (b) List any **FIVE (5)** computer threat affecting e-commerce. (5 marks)
- (c) Define biometric system and identify **FOUR (4)** common biometrics. (5 marks)
- (d) List any **FIVE (5)** website design criteria. (5 marks)
- (e) List the **FOUR (4)** web site hosting options for an online business and main reason why domain names are important. (5 marks)

**(Total: 25 marks)**

~ The End ~

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