

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Information And Communication Technology (DICTN)

Course : **ICT2107B: E-Commerce Theory And Applications**

Date of Examination : 10 March, 2017 (Friday)

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) : **Melisa Kaur Narjan Singh**

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: JANUARY 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) Define the following terms:
- i. E-commerce
 - ii. E-business
 - iii. Intranet
 - iv. Extranet
 - v. E-market
- (10 marks)
- (b) Explain the **THREE (3)** technical limitations and **THREE (3)** non-technical limitations of E-Commerce.
- (12 marks)
- (c) Explain Web Browser with an example.
- (3 marks)

Question 2

- (a) Expand and briefly explain the following acronyms:
- i. HTML
 - ii. XML
 - iii. RSS
 - iv. VOIP
 - v. HTTP
 - vi. TCP/IP
- (12 marks)
- (b) i. Explain Cloud Computing. (2 marks)
- ii. Identify any **TWO (2)** advantages of cloud computing. (4 marks)
- (c) i. Explain the term Packet Switching. (3 marks)
- ii. Describe how Packet Switching works. (4 marks)

Question 3

- (a) Electronic Commerce (EC) business model is a business model that uses or leverages unique qualities of Internet and Web. Revenue model is one of the key element of business model.
- i. Explain what is the purpose of this model? (2 marks)
 - ii. Identify and explain briefly **FIVE (5)** major types of revenue model commonly used in EC. (10 marks)
- b. Explain the following terms:
- i. Search engine
 - ii. Intelligent agent
 - iii. E-shopping cart
 - iv. E Catalogues
 - v. Data mining (10 marks)
- c. List any **THREE (3)** E-Commerce Applications. (3 marks)

Question 4

- (a) *“Although e-commerce has grown explosively, eventually its growth will cap as it confronts its own fundamental limitations.”*

Identify and discuss **FIVE (5)** potential limitations on the growth of B2C E-Commerce.

(10 marks)

- (b) Market research involves any organized effort to gather information about markets or customers. Marketers could make use of digital resources to conduct marketing research.

Explain **FIVE (5)** digital technologies and resources used in Internet marketing research to gather information.

(10 marks)

- (c) Many people are still reluctant to shop online. List **FIVE (5)** factors that are stopping them from shopping online.

(5 marks)

Question 5

- (a) Identify **NINE (9)** common and most damaging forms of security threats to e-commerce sites. (9 marks)
- (b) Describe **FOUR (4)** types of B2B business models. (8 marks)
- (c) Differentiate the following terms:
- i. direct materials versus indirect materials.
 - ii. vertical marketplaces versus horizontal marketplaces. (8 marks)

Question 6

- (a) The **TWO (2)** common options for E- Commerce projects are In-house staff and contracting a commercial vendor. Explain these two with 3 advantages of each. (10 marks)
- (b) Explain the following terms:
- i. Credit card
 - ii. Charge card
 - iii. Debit card
 - iv. Smart Card (8 marks)
- (c) List **SEVEN (7)** benefits of B2B. (7 marks)

~ The End ~

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