



FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

Programme : Diploma In Business (DIB)
Diploma In Finance (DIF)
Diploma In Entrepreneurship (DENT)

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : December 4, 2014

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) : Mr. Ooi Kok Keong, Melisa Kaur, Tan Kwong Hwee.

Moderator : Ms. Robina Tinawin

This paper consists of 3 printed pages, including the cover page.

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DIPLOMA IN BUSINESS/FINANCE/ENTREPRENEURSHIP (DIB/DIF/DENT)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 2014 SESSION

Instructions: 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) The consumer decision-making process may involve many people. List and explain **FIVE (5)** groups of people (roles):
(10 marks)
- (b) Define **enterprise social networks**. How can companies use Web 2.0 tools to offer customers more ways to engage and interact on their Web sites?
(7 marks)
- (c) Discuss **EIGHT (8)** ways how intelligent agent in the Electronic job market would be able to help us in finding a job.
(8 marks)

Question 2

- (a) List and briefly discuss **FOUR (4)** common classifications of E-Commerce by the nature of the transaction.
(8 marks)
- (b) Explain **THREE (3)** technical limitations and **THREE (3)** non-technical limitations of E-Commerce.
(12 marks)
- (c) Explain the similarities and differences between laws and ethics.
(5 marks)

Question 3

- (a) List any **NINE (9)** types of tools to achieve E-Commerce site security.
(9 marks)
- (b) Differentiate between E-business and E-Commerce.
(6 marks)
- (c) Identify and explain in detail any **TWO (2)** supporting areas from the E-Commerce framework.
(10 marks)

Question 4

- (a) Revenue Model describes how a company will earn revenue, generate profits, and produce a superior return on invested capital. List **FIVE (5)** types of revenue model with its description.

(10 marks)

- (b) List and briefly describe the **FOUR (4)** basic types of B2B transactions and activities.

(8 marks)

- (c) Define **SEVEN (7)** major security issues that can occur in E commerce environment

(7 marks)

Question 5

- (a) Define Address Verification System. What is **TWO (2)** disadvantage of the Address Verification System (AVS)?

(6 marks)

- (b) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce.

(6 marks)

- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship.

(7 marks)

- (d) Describe smart cards, stored-value cards, and e-checks.

(6 marks)

Question 6

- (a) Identify **FIVE (5)** major advantages of e-tailing to sellers

(5 marks)

- (b) Define encryption. Identify **FIVE (5)** major benefits of encryption.

(10 marks)

- (c) Identify **FIVE (5)** ethical principles for privacy protection.

(5 marks)

- (d) What is Auction? List **THREE (3)** limitation of E-Auction

(5 marks)