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FINAL
Examination Paper

(COVER PAGE)

Session : January 2015

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

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : March 12, 2015

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) : Ms. Melisa Kaur, Tee Ah Ann, Mahaletchumy Ramakrishnan,
Marie Shirlean Mekilen.

Moderator : Ms. Robina Tinawin

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

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: JANUARY 2015

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) Define the following terms: (10 marks)
- i. E-commerce
 - ii. E-business
 - iii. Intranet
 - iv. Extranet
 - v. E-market
- (b) Explain any **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: (12 marks)
- i. HTML
 - ii. XML
 - iii. RSS
 - iv. VOIP
 - v. HTTP
 - vi. TCP/IP
- (b) i. Explain Cloud Computing. (2 marks)
- ii. Identify any **TWO (2)** advantages of cloud computing. (4 marks)
- (c) Explain the term Packet Switching and how it works. (7 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. Explain what is the purpose of this model? Identify and explain briefly **FIVE (5)** major types of revenue model commonly used in EC. (12 marks)
- (b) Explain the following: (10 marks)
- i. Search engine
 - ii. Intelligent agent
 - iii. E-shopping cart
 - iv. E-Catalogues
 - v. Data mining
- (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 is any organized effort to gather information about markets or customers. Marketers could make use of digital resources to conduct marketing research.
Explain **FIVE (5)** various 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 EC projects are In-house staff and contracting a commercial vendor. Explain these two with **THREE (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) Give **SEVEN (7)** benefits of B2B. (7 marks)