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LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

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Session : August 2012

Programme : DIPLOMA IN INFORMATION TECHNOLOGY

Course : CSC2121 : E-COMMERCE

Date of Examination : 8 December 2012

Time : 11 a.m. – 1p.m. Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Answer any FOUR (4) questions in the answer booklet provided. All questions carry equal marks.

Materials permitted :

Nil

Materials provided :

Nil

Examiner(s) : Ooi Kok Keong

Moderator : Light Lau Teng Lye

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

INTI INTERNATIONAL COLLEGE PENANG

CSC2121: E-Commerce
FINAL EXAMINATION: August 2012

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) List **THREE (3)** potential benefits of ERP systems. (3 marks)
- (b) List and briefly describe **SIX (6)** ways in which electronic marketplaces have changed the processes used in trading and supply chains. (6 marks)
- (c) List and briefly discuss **THREE (3)** suggestions on how to break down the barriers to global EC. (6 marks)
- (d) List and briefly discuss **FIVE (5)** common classifications of EC by the nature of the transaction. (10 marks)



Question 2

- (a) List **FOUR (4)** goals or benefits of e-procurement. (4 marks)
- (b) Explain the term below:
- (i) Intranet (2 marks)
 - (ii) Internet (2 marks)
 - (iii) Extranet (2 marks)
- (c) List and briefly explain **FIVE (5)** E-Commerce frameworks. (10 marks)
- (d) List and briefly explain **FIVE (5)** major infrastructure elements and tools of e-supply chain management. (5 marks)

Question 3

- (a) Identify and discuss the **FIVE (5)** phases in the generic purchasing-decision model. (5 marks)
- (b) Compare the advantages of online job markets over traditional job markets on **FIVE (5)** characteristics. (10 marks)
- (c) List and explain **FIVE (5)** reasons why Web advertising is growing rapidly (10 marks)

Question 4



- (a) List and briefly describe **SEVEN (7)** crucial factors that come into play in determining whether a particular method of e-payment successfully achieves critical mass. (7 marks)
- (b) What are **FOUR (4)** factors that are holding back the widespread use of location-based m-commerce? (8 marks)
- (c) Define revenue model and identify **FIVE (5)** major revenue models. (10 marks)

Question 5

- (a) List **SIX (6)** reasons why many company start to look into advertising in chat rooms. (6 marks)
- (b) Give **SIX (6)** reasons why many people are willing to perform online stock trading? (6 marks)
- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship. (7 marks)
- (d) Define what collaborative commerce (c-commerce) is. What are the **FOUR (4)** barriers? (6 marks)

Question 6

- (a) List out FOUR (4) electronic initiative for the company. (4 marks)
- (b) Differentiate between hackers and crackers. (4 marks)
- (c) What is the purpose of using digital signature? Use a diagram to explain how digital signature works. (8 marks)
- (d) Distinguish between Public Key and Private key encryption system. (9marks)

--THE END--

(CSC2121 (F) Aug12/Ooi Kok Keong /040912)

