



**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)  
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : JANUARY 2012

Programme : DIPLOMA IN INFORMATION TECHNOLOGY  
PROGRAMME (DITI)

Course : CSC2121 : E-COMMERCE

Date of Examination : 5 March 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) : Annida Binti Said

Moderator : Ooi Kok Keong

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

INTI INTERNATIONAL COLLEGE PENANG  
DIPLOMA IN INFORMATION TECHNOLOGY PROGRAMME (DIT/I)  
CSC2121 : E-COMMERCE  
FINAL EXAMINATION : JANUARY 2012 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 *Electronic Commerce*. Describe TWO (2) ways on how Electronic Commerce can be benefited by businesses. (6 marks)
- (b) Explain how a business gain profits using the following business model :
- (i) Online and direct marketing
  - (ii) Affiliate marketing
  - (iii) Product and service customization (9 marks)
- (c) List any FIVE (5) limitations of using traditional EDI. (10 marks)

**Question 2**

- (a) Describe the nature of *B2B*, *B2B2C* and *C2C*. Include an example each to support your answer. (9 marks)
- (b) List FOUR (4) future trends or research in e-commerce. (6 marks)
- (c) Web pages can be designed using prototyping method. Define *prototyping*. Name TWO (2) types of prototyping and explain TWO (2) examples for each. (10 marks)

**Question 3**

- (a) Explain the relationship between *Network Access Point*, *Internet Service Provider* and *Network Service Provider* in a two-way data transmission. (6 marks)
- (b) Describe by listing ALL phases in the *Web-based Consumer Purchasing Decision Model*. (10 marks)
- (c) Explain THREE (3) benefits of using intermediaries in auctions. (9 marks)

**Question 4**

- (a) Justify **TWO (2)** reasons why would a company conduct multiple EC initiatives in its business. (5 marks)
- (b) What is *Intellectual Property (IP)*? Name and describe **THREE (3)** main types of intellectual property. (10 marks)
- (c) Explain the **FOUR (4)** major steps in developing EC applications. (10 marks)

**Question 5**

- (a) Explain *TCP/IP* and elaborate the function of its components. (7 marks)
- (b) List **FIVE (5)** essential steps towards e-commerce success. (10 marks)
- (c) Define *Market research*. Name and explain **THREE (3)** methods of conducting online market research. (8 marks)

**Question 6**

- (a) Name and explain **FOUR(4)** revenue models used by EC companies. (10 marks)
- (b) List the **SIX (6)** steps in selecting an outsourcing vendor and package (6 marks)
- (c) Discuss the following B2B characteristics : (9 marks)
- (i) Spot buying vs. strategic sourcing
  - (ii) Direct materials versus indirect materials
  - (iii) Vertical markets versus horizontal markets

--THE END--

CSC2121 / (F) / January2012 / AnnidaSaid / 200112

