



**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)

LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : January 2013

Programme : DIPLOMA IN INFORMATION TECHNOLOGY

Course : CSC2121 : E-COMMERCE

Date of Examination : 7 March 2013

Time : 11a.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 3 printed pages, including the cover page.*

INTI INTERNATIONAL COLLEGE PENANG  
DIPLOMA IN INFORMATION TECHNOLOGY  
CSC2121: E-Commerce  
FINAL EXAMINATION: January 2013

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) Discuss **FOUR (4)** reasons why should airline companies implement electronic commerce. (8 marks)
- (b) Differentiate between hackers and crackers. (5 marks)
- (c) Define **SIX (6)** technical issues that limit the growth of Electronic commerce. (6 marks)
- (d) Explain the **SIX (6)** elements of E-strategy. (6marks)

**Question 2**

- (a) List and briefly discuss **FOUR (4)** common classifications of EC by the nature of the transaction. (8 marks)
- (b) In the context of e commerce, explain the term:
  - (i) Integrity (2 marks)
  - (ii) Privacy (2 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)
- (d) Identify any **FIVE (5)** businesses that can potentially gain from data-mining. (5 marks)

**Question 3**

- (a) List out **SEVEN (7)** electronic initiative for the company. (7 marks)
- (b) Nowadays more and more consumers like to place an order through the Internet. Discuss **FOUR (4)** causes that cultivate this type of behavior. (8 marks)

- (c) Identify and explain the **FIVE (5)** supporting areas of the framework for E-Commerce.  
(10 marks)

#### Question 4

- (a) Explain **FOUR (4)** barriers for company to implement Global Electronic Commerce.  
(8 marks)
- (b) List **THREE (3)** major categories of business pressures from electronic commerce  
(6 marks)
- (c) There are more and more organizations implementing B2B concept in the business.  
Identify **SEVEN (7)** benefit of B2B.  
(7 marks)
- (d) Suggest **FOUR (4)** factors that contributed to the rise in cyber attacks.  
(4 marks)

#### Question 5

- (a) Give **SIX (6)** reasons why many companies are giving priority to advertising on the Internet.  
(6 marks)
- (b) What are **THREE (3)** common mistakes that we should not make in allocating Electronic Commerce investment?  
(6 marks)
- (c) List down **SEVEN (7)** critical success action for company in implementing E-strategy to improve the customer relationship.  
(7 marks)
- (d) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce (EC).  
(6 marks)

#### Question 6

- (a) Explain **TWO (2)** possible measures to protect assets of the computer.  
(5 marks)
- (b) In order to operate an Electronic Commerce successfully, understanding our consumer's behavior is very important. Using a diagram, discuss the E-Commerce Consumer behavior model.  
(10 marks)
- (c) Identify and give an example for **FIVE (5)** revenue model of E-Commerce.  
(10 marks)

**--THE END--**