FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Business (DIB)
Diploma In Business Administration (DBADI)

Course : ICT2107 / CSC2171: E-Commerce Theory And Applications

Date of Examination : July 25, 2014

Time : 5:00pm – 7:00pm   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, Marie Shirlean Mekilen, Shee Fui Chie.

Moderator : Dr. Ahmad Suhaimi Baharudin

This paper consists of 3 printed pages, including the cover page.
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) Revenue model is how an electronic commerce project or company will make or earn money. Name and describe with example on FIVE (5) major revenue models of electronic commerce.  

(b) Differentiate between hackers and crackers.  

(c) List FIVE (5) key elements of Business Model.  

**Question 2**

(a) List and briefly discuss FOUR (4) common classifications of Electronic Commerce (EC) by the nature of the transaction.  

(b) In the context of electronic commerce, explain the term:  
   (i) TCP/IP  
   (ii) Packet Switching  

(c) Discuss FOUR (4) reasons why should airline companies implement electronic commerce.  

(d) Explain TWO (2) possible measures to protect assets of the computer.  

**Question 3**

(a) There are more and more organizations implementing B2B concept in the business. Identify SEVEN (7) benefit of B2B.  

(b) Nowadays more and more consumers like to place an order through the Internet. Discuss FOUR (4) causes that cultivate this type of behavior.  

(c) Identify and explain the FIVE (5) supporting areas of the framework for E-Commerce.
Question 4

(a) Name and describe FIVE (5) social variables that might influence E-commerce purchasers. (15 marks)

(b) List THREE (3) major categories of business pressures from electronic commerce. (6 marks)

(c) Suggest FOUR (4) factors that contributed to the rise in cyber-attacks. (4 marks)

Question 5

(a) List and describe FOUR (4) driving forces of electronic commerce. (12 marks)

(b) Differentiate between Pure Electronic-Commerce vs. Partial Electronic Commerce. (6 marks)

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

Question 6

(a) What are the THREE (3) advantages and THREE (3) disadvantages of conducting market research online? (6 marks)

(b) Explain FOUR (4) barriers for company to implement Global Electronic Commerce. (8 marks)

(c) Define SIX (6) technical issues that limit the growth of Electronic commerce. (6 marks)

(d) Identify FIVE (5) types of Online Payment Systems. (5 marks)

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