FINAL
Examination Paper

(COVER PAGE)

Session: August 2014

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

Course: ICT2107: E-Commerce Theory And Applications

Date of Examination: December 4, 2014

Time: 11:00am – 1:00pm  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, Melisa Kaur, Tan Kwong Hwee.

Moderator: Ms. Robina Tinawin

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) The consumer decision-making process may involve many people. List and explain FIVE (5) groups of people (roles): (10 marks)

(b) Define enterprise social networks. How can companies use Web 2.0 tools to offer customers more ways to engage and interact on their Web sites? (7 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)

Question 2

(a) List and briefly discuss FOUR (4) common classifications of E-Commerce by the nature of the transaction. (8 marks)

(b) Explain THREE (3) technical limitations and THREE (3) non-technical limitations of E-Commerce. (12 marks)

(c) Explain the similarities and differences between laws and ethics. (5 marks)

Question 3

(a) List any NINE (9) types of tools to achieve E-Commerce site security. (9 marks)

(b) Differentiate between E-business and E-Commerce. (6 marks)

(c) Identify and explain in detail any TWO (2) supporting areas from the E-Commerce framework. (10 marks)
Question 4

(a) Revenue Model describes how a company will earn revenue, generate profits, and produce a superior return on invested capital. List FIVE (5) types of revenue model with its description.  

(b) List and briefly describe the FOUR (4) basic types of B2B transactions and activities.  

(c) Define SEVEN (7) major security issues that can occur in E-commerce environment  

Question 5

(a) Define Address Verification System. What is TWO (2) disadvantage of the Address Verification System (AVS)?  

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

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

(d) Describe smart cards, stored-value cards, and e-checks.  

Question 6

(a) Identify FIVE (5) major advantages of e-tailing to sellers  

(b) Define encryption. Identify FIVE (5) major benefits of encryption.  

(c) Identify FIVE (5) ethical principles for privacy protection.  

(d) What is Auction? List THREE (3) limitation of E-Auction  

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