INTI International University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

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

Course : ICT2107: E-Commerce Theory And Applications

Date of Examination : December 8, 2015

Time : 2.00pm – 4.00pm  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, Ms. Mahaleethumy, Mr. Tan Kok Cheng
Ms. Noor Aliza, Ms. Fanny Merlyn Humphrey

Moderator : Ms. Robina Tinawin

This paper consists of 3 printed pages, including the cover page
DIPLOMA IN BUSINESS (DIB)
ICT2107: E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: AUGUST 2015 SESSION

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) Electronic Commerce (EC) involves certain degree of digitization. Draw a diagram with these major aspects of digitization. With this diagram, indicate the THREE (3) different types of EC. (6 marks)

(b) Briefly explain any FIVE (5) benefits of E-Commerce experienced by consumers. (10 marks)

(c) Explain the following:
   (i) Hypertext
   (ii) Internet Service Provider
   (iii) Extranet (9 marks)

Question 2

(a) Explain any FIVE (5) characteristics of E-Commerce. (10 marks)

(b) Identify, explain and giving an example for the FIVE (5) steps of generic purchasing decision model. (15 marks)

Question 3

(a) List and describe FIVE (5) tools that can use for strategic planning. (15 marks)

(b) Describe the FIVE (5) benefits of electronic auctions over traditional (offline) auctions from both seller and buyer aspects. (10 marks)

Question 4

(a) List and explain the FIVE (5) support services of the EC framework. (10 marks)

(b) List FIVE (5) benefits of social commerce to both consumer and vendors. (10 marks)
(c) What is a micropayment? List any FOUR (4) of the situation where e-micropayment can be used? (5 marks)

Question 5

(a) Explain any FIVE (5) technical attack methods that are used on ecommerce websites. (10 marks)

(b) List out SEVEN (7) electronic initiative for the company. (7 marks)

(c) Electronic Commerce supports organizations to response to the business pressures. List EIGHT (8) activities that are supported by E-commerce. (8 marks)

Question 6

(a) Give SIX (6) reasons why many companies are giving priority to advertising on the Internet. (6 marks)

(b) Briefly explain the following BC and give ONE (1) example.
   (i) Consumer-to-Business
   (ii) Business-to-Business-to-Consumers
   (iii) Consumer-to-Consumer (9 marks)

(c) Identify and give an example for FIVE (5) revenue model of E-Commerce. (10 marks)

~THE END~

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