FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Information And Communication Technology (DICTN/DICTI)

Course : ICT2107 A : E-Commerce Theory And Applications

Date of Examination : July 25, 2014

Time : 5:00pm – 7:00pm

Duration : 2 Hours

Reading Time: Nil

Special Instructions : 

Answer any FOUR (4) questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Ng Ruoh Ling, Ooi Kok Keong.

Moderator : Ms. Robina Tinawin

This paper consists of 4 printed pages, including the cover page.
DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY PROGRAMME (DICTN)
ICT2107A : E-COMMERCE THEORY AND APPLICATIONS
FINAL EXAMINATION: APRIL 2014 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) List and briefly discuss FOUR (4) common classifications of Ecommerce by the nature of the transaction. (8 marks)

(b) Discuss FOUR (4) technical issues that limit the growth of Ecommerce. (8 marks)

(c) Identify and discuss THREE (3) common business models used by many EC companies. (9 marks)

Question 2

(a) Discuss SIX (6) ways how intelligent agent in the electronic job market would be able to help us in finding a job. (6 marks)

(b) Provide FOUR (4) reasons why should airline companies implement Ecommerce. (8 marks)

(c) List FIVE (5) supporting areas of framework of Ecommerce. (5 marks)

(d) Differentiate between pure Ecommerce and partial Ecommerce in TWO (2) areas. (6 marks)

Question 3

(a) Nowadays more and more consumers like to place an order through the Internet. Discuss FOUR (4) reasons that cultivate this type of behavior. (8 marks)

(b) Identify and explain FOUR (4) characteristics of products that are suitable for online selling. (8 marks)
(c) Identify and explain the THREE (3) protection areas in security triad. (9 marks)

Question 4
(a) Identify and explain FOUR (4) features that you want to include in a music store website. (8 marks)
(b) Give SIX (6) reasons why many companies are giving priority to advertising on the Internet. (6 marks)
(c) What is electronic procurement system? Discuss FOUR (4) advantages of using electronic procurement system. (11 marks)

Question 5
(a) Identify THREE (3) common security features that you can suggest to allow secure online banking transactions. For each feature, discuss where it can be used. (9 marks)
(b) Discuss any FOUR (4) considerations when designing the user interface of a website. (8 marks)
(c) Discuss FOUR (4) limitations of E-Auction. (8 marks)

Question 6
(a) Identify the revenue model of the following B2C Ecommerce:

(i) Internet Service Provider
(ii) Transaction Broker
(iii) Traveling web portal
(iv) Toys E-store
(v) Auction website provider
(vi) Community Provider (6 marks)
(b) What is social networking? Discuss FOUR (4) common features offered by social networking websites.  

(10 marks)

(c) Identify and explain THREE (3) uncontrollable variables in EC Consumer Behavior Model. Provide TWO (2) examples for each variable.  

(9 marks)

-THE END-