FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

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

Course : ICT2107A/CSC2107 : E-Commerce Theory And Applications

Date of Examination : December 12, 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. Eric Cheah Chin Soon, Shee Fui Chie.

Moderator : Ms. Noor Hasrina

This paper consists of 4 printed pages, including the cover page.
Diploma in Information and Communication Technology (DICtn/DICTI)
ICT2107A / CSC2107: E-Commerce Theory and Applications
Final Examination: August 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) Discuss FOUR (4) reasons why a company should implement electronic commerce. (8 marks)

(b) In the context of e-commerce, explain the term:
   i. Integrity (2 marks)
   ii. Privacy (2 marks)

(c) An e-commerce web site is hosted by a web server which can be retrieved by customers from all over the world. Explain with an aid of a diagram the process of retrieving a web page from customer browser. (7 marks)

(d) List any SIX (6) products which are no suitable to sale online. (6 marks)

Question 2

(a) Name FIVE (5) layers in the TCP/IP. (5 marks)

(b) Describe TWO (2) advantage for each of the following features on an e-commerce website:
   i) FQA
   ii) Chat room
   iii) Tracking tools
   iv) Troubleshooting tools
   v) Email and automated response. (10 marks)
(c) Identify and explain any FIVE (5) e-commerce applications. (10 marks)

Question 3

(a) List and describe the SEVEN (7) electronic commerce initiatives for a company. (7 marks)

(b) Nowadays more and more consumers like to place an order through the Internet. Discuss SIX (6) causes that cultivate this type of behavior. (6 marks)

(c) Describe THREE (3) market mechanisms that can apply in ecommerce merchant software. (6 marks)

(d) Describe the following terms:
   i. Smart cards
   ii. Store-value cards
   iii. E-checks (6 marks)

Question 4

(a) List and explain FIVE (5) types of people who play the role in consumer purchasing decision making. (10 marks)

(b) Customer loyalty is the degree to which a customer will stay with a specific vendor or brand. Identify and describe FIVE (5) ways to establish this trust relationship between online customer and vendor. (10 marks)

(c) Name FIVE (5) types of ecommerce B2C e-commerce business models. (5 marks)

Question 5

(a) What are THREE (3) of the major considerations when implementing an online ad campaign? (6 marks)
(b) Identify **FOUR (4)** benefits and **TWO (2)** limitations of e-auctions to sellers involved in B2B.  
(6 marks)

(c) Identify and describe **SEVEN (7)** aspects of how electronic marketplace changes the process in traditional business process.  
(7 marks)

(d) Give **THREE (3)** differentiations between Pure Electronic-Commerce vs. Partial Electronic Commerce (EC).

<table>
<thead>
<tr>
<th></th>
<th>Pure Electronic-Commerce</th>
<th>Partial Electronic Commerce</th>
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<tbody>
<tr>
<td>Organization</td>
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<tr>
<td>Primary Business</td>
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<td>Method of selling</td>
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(6 marks)

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**Question 6**

(a) Describe how B2B e-commerce can be applied for the travel services.  
(5 marks)

(b) What are the **FIVE (5)** methods of protecting your privacy over Internet?  
(10 marks)

(c) Explain **FIVE (5)** advantages and **FIVE (5)** disadvantages of online payment systems.  
(10 marks)

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-THE END-
ICT2107A/CSC2107/August2014