Session : August 2015
Programme : Diploma In Information And Communication Technology (DICTN)
Course : ICT2107B: E-Commerce Theory And Applications
Date of Examination : December 12, 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. Eric Cheah Chin Soon and Mr. Muhammad Faisal Maslan

Moderator : Ms. Noor Hasrina

This paper consists of 4 printed pages, including the cover page
DIPLOMA IN INFORMATION AND COMMUNICATION TECHNOLOGY
ICT2107B: 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) EC framework is supported by infrastructure and five support areas. List out and briefly explain the FIVE (5) support areas. (10 marks)

(b) Explain the difference between ‘Brick-and-Mortar’ and ‘Click-and-Mortar’ organizations. (4 marks)

(c) Discuss TWO (2) advantages for these types of organizations. (6 marks)

(d) Outline FIVE (5) non-technical limitations in E-commerce. (5 marks)

Question 2

(a) List out FIVE (5) businesses that can potentially gain from data-mining. (5 marks)

(b) Identify and explain any FIVE (5) E-commerce applications. (10 marks)

(c) Fill in the following table pertaining to the advantages of Electronic Job Market for Job Seekers and Employers.

<table>
<thead>
<tr>
<th>Job Seekers</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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<td>4.</td>
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<tr>
<td>5.</td>
<td></td>
</tr>
</tbody>
</table>

(10 Marks)
Question 3

(a) List out SEVEN (7) electronic initiative for the 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. (12 marks)

(c) Describe smart cards, store-value cards, and e-checks. (6 marks)

Question 4

(a) Identify FOUR (4) types of E-commerce purchaser. Provide an examples for each type identified. (8 marks)

(b) Explain the following
   (i) Describe what it meant by ethics in E-commerce. (1 mark)
   (ii) Elaborate FOUR (4) ethical manners that should be applied in organization. (8 marks).

(c) Market researcher need to gather valuable information on consumer, products and markets. Elaborate on tools being used to perform this function. (8 marks)

Question 5

(a) Describe the following terms:
   (i) B2B E-commerce
   (ii) EDI
   (iii) E-auction
   (iv) SSL
   (v) Phishing (10 marks)

(b) As an IT consultant; you should identify and discuss FIVE (5) methods to increase security measure in e-commerce. (10 marks)

(c) Briefly explain FIVE (5) types of information that can be obtained from applying data mining techniques. (5 marks)
Question 6

(a) Outline FOUR (4) roles in an E-commerce development team. Provide details job scope for each role. (12 marks)

(b) List FOUR (4) common methods to make payment in e-business. (4 marks)

(c) Distinguish between in-house developments and outsource development. Discuss TWO (2) advantages for each development. (9 marks)

~THE END~

ICT2107B (F) August 2015