

**FINAL EXAMINATION**

COURSE	:	ELECTRONIC COMMERCE CONCEPT
COURSE CODE	:	BUS 326
DURATION	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This exam paper consists of **TWO (2)** parts: PART A(14 questions)
PART B (3 questions)
2. Answer **ALL** questions from PART A. Answer **TWO (2)** questions from PART B.
 - i. Answer in Answer Booklet provided.
3. Do not bring any material into the examination hall unless permission is given by the invigilator.
4. Please write your answer using a ball-point pen.

/C NO : _____
ID. NO. : _____
LECTURER : _____
SECTION : _____

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

The question paper consists of 5 printed pages

PART A – STRUCTURED QUESTIONS (70 MARKS)

Instruction: Answer all questions.

QUESTION 1

Differentiate between electronic commerce (EC) and electronic business (EB) and give examples to support your answers

(4 marks)

QUESTION 2

The electronic commerce (EC) is a diverse one, involving many activities, organizational units, and technologies. Describe any **THREE (3)** support areas for e-commerce framework

(3 marks)

QUESTION 3

Identify **TWO (2)** technical and **TWO (2)** nontechnical limitations of electronic commerce.

(4 marks)

QUESTION 4

What makes EC suitable for supporting innovations is a set of major capabilities and developments. Describe **THREE (3)** capabilities that drive EC.

(6 marks)

QUESTION 5

A revenue model outlines how the organization, or the EC project, will generate revenue. Briefly describe **THREE (3)** revenue models

(6 marks)

QUESTION 6

In addition to shopping at individual storefronts, consumers can shop in electronic malls (e-malls). Give **TWO (2)** types of malls and **ONE (1)** example of each.

(3 marks)

QUESTION 7

The number of sellers and buyers and the form of participation used in B2B determine by four basic B2B transaction types. Describe **FOUR (4)** types of B2B E-Commerce.

(8 marks)

QUESTION 8

List **THREE (3)** benefits of business-to-business (B2B) and **THREE (3)** limitations of B2B

(6 marks)

QUESTION 9

Describe online intermediaries and give **TWO(2)** types of online intermediaries (4 marks)

QUESTION 10

One major characteristic of auctions is that they are based on dynamic pricing. Define dynamic pricing and state **FOUR (4)** benefits of electronic auctions (e-auction) (6 marks)

QUESTION 11

Differentiate between credit card gateway and virtual credit card. (4 marks)

QUESTION 12

Payment cards are electronics card that contain information that can be used for payment purposes. Identify **THREE (3)** forms of payment cards and gives example to support your answers (6 marks)

QUESTION 13

In your opinion, what are the risks of applying electronic commerce in the organization? (6 marks)

QUESTION 14

Explain **TWO (2)** drawbacks of e-learning (4 marks)

(TOTAL: 70 MARKS)

PART B – ESSAY (30 MARKS)

This section consists of 3 questions. Answer **TWO (2)** only.

QUESTION 1

The capabilities of the Internet are having a profound impact on organizations' supply chains. Increasingly, companies are recognizing that the efficient and effective flow of information and materials along their supply chains is a source of competitive advantage and differentiation. Explain **THREE (3)** factors that can give the success of an e-supply chain.

(15 marks)

QUESTION 2

“A person goes to a Web site selling digital images and clip art. The person purchases a couple of images at a cost of RM0.80.”

This is the examples of e-micropayments. E-micropayments is a small online payments, typically under \$5. Currently, there are five basic micropayment models that do not depend solely or directly on credit or debit cards and that have enjoyed some amount of success. Describe those **FIVE (5)** basic micropayment models and give **ONE (1)** example of appropriate business for each model.

(15 marks)

QUESTION 3

Personalization refers to the matching of services, products, and advertising content to individuals and their preferences. The matching process is based on what a company knows about the individual user. This knowledge is usually referred to as a user profile. The user profile defines customer preferences, behaviours, and demographics. Profiles can be generated in several ways.

Discuss the **FIVE (5)** major strategies used to compile user profiles.

(15 marks)

(TOTAL: 30 MARKS)

END OF PAPER

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