

**UNIVERSITI ISLAM ANTARABANGSA
SULTAN ABDUL HALIM MUA'DZAM SHAH
(UniSHAMS)**

**PEPERIKSAAN AKHIR SESI 2017/DIS
FINAL EXAMINATION SESSION 2017/DEC**

NAMA KURSUS (COURSE NAME)	:	E-COMMERCE
KOD KURSUS (COURSE CODE)	:	MTS333
PROGRAM (PROGRAMME)	:	DPP/DPK
TEMPOH (DURATION)	:	3 HOURS
PENSYARAH (LECTURER)	:	FARAHIZA ZAIHAN AZIZAN

ARAHAN (INSTRUCTIONS) :

1. Kertas soalan ini mengandungi **14** helaian bercetak termasuk muka hadapan.
*This question paper consistsof **14** printed pages including the cover page.*
2. Calon dikehendaki menjawab **SEMUA** soalan di dalam **buku jawapan** dan **kertas OMR (soalan aneka pilihan)**.
*Candidate is required to answer **ALL** questions in **answer booklet** and **OMR paper (multiple choice question)**.*
3. Pada akhir peperiksaan, serahkan buku jawapan dan kertas OMR.
At the end of the examination, please submit the answer booklet, and OMR paper.
4. Pastikan anda menulis nama, nombor matrik, nombor kad pengenalan atau pasport dan kumpulan pada buku jawapan dan kertas OMR.
Make sure to write down your name, matric number, IC or passport number, and group on the answer booklet and OMR paper.

NO. MATRIK :
MATRIC NUMBER

KUMPULAN: _____
GROUP

NO. KAD PENGENALAN :
I/C @ PASSPORT NUMBER

NAMA PELAJAR:
STUDENT'S NAME

**JANGAN BUKA BUKU SOALAN INI SEHINGGA DIBERITAHU
DO NOT OPEN THIS BOOKLET UNTIL INSTRUCTED TO DO SO**

SECTION A (70 MARKS)

Instruction: Choose the correct answer. Use OMR paper to answer **ALL** questions.

MULTIPLE CHOICE QUESTIONS (60 MARKS)

1. Which of the following describes e-commerce?
 - A. Doing business electronically
 - B. Doing business
 - C. Sale of goods
 - D. All of the above

2. Which of the following is part of the four main types for e-commerce?
 - A. B2B
 - B. B2C
 - C. C2B
 - D. All of the above

3. Which segment do eBay, Amazon.com belong?
 - A. B2Bs
 - B. B2Cs
 - C. C2Bs
 - D. C2Cs

4. Which type deals with auction?
 - A. B2B
 - B. B2C
 - C. C2B
 - D. C2C

5. The best products to sell in B2C e-commerce are _____.
 - A. Small products
 - B. Digital products
 - C. Specialty products
 - D. Fresh products

6. Which products are people most likely to be more uncomfortable buying on the Internet?
 - A. Books
 - B. Furniture
 - C. Movies
 - D. All of the above

7. Digital products are best suited for B2C e-commerce because they:
 - A. Are commodity like products
 - B. Can be mass-customized and personalized
 - C. Can be delivered at the time of purchase
 - D. All of the above

8. All of the following are techniques B2C e-commerce companies use to attract customers, EXCEPT:
 - A. Registering with search engines
 - B. Viral marketing
 - C. Online ads
 - D. Virtual marketing

9. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?
 - A. Affiliate programs
 - B. Click-through
 - C. Spam
 - D. All of the above

10. What is the percentage of customers who visit a Web site and actually buy something called?
 - A. Affiliate programs
 - B. Click-through
 - C. Spam
 - D. Conversion rate

11. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?
 - A. B2B marketplace
 - B. Intranet
 - C. Reverse auction
 - D. Internet

12. Most individuals are familiar with which form of e-commerce?
 - A. B2B
 - B. B2C
 - C. C2B
 - D. C2C

13. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
 - A. B2B
 - B. B2C
 - C. C2B
 - D. C2C

14. Which of the following are advantages normally associated with B2B e-commerce?
 - A. Shorter cycle times
 - B. Reduction in costs
 - C. Reaches wider audiences
 - D. all of the above

15. Unique value auction is mainly applies to _____.
 - A. New products
 - B. Second hand products
 - C. Engineering products
 - D. None of the above

16. Which of the following is a useful security mechanism when considering business strategy and IT?
 - A. encryption
 - B. decryption
 - C. firewall
 - D. all the above

17. Which of the following statements accurately reflect the impact of technology?
 - A. Technology has caused buyer power to increase
 - B. Technology has lessened the entry barriers for many industries
 - C. Technology has increased the threat of substitute products and services
 - D. all of the above

18. How the transactions occur in e-commerce?
 - A. Using e-medias
 - B. Using computers only
 - C. Using mobile phones only
 - D. None of the above

19. Amazon.com is well-known for which e-commerce marketing technique?
 - A. Banner ads
 - B. Pop-up ads
 - C. Affiliate programs
 - D. Viral marketing

20. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
- A. Direct marketplace
 - B. B2B
 - C. B2C
 - D. Electronic marketplace
21. Which type of add appears on a web page?
- A. pop-under ad
 - B. Pop-up ad
 - C. Banner ad
 - D. Discount ad
22. Which of the following is a method of transferring money from one person's account to another?
- A. electronic check
 - B. credit card
 - C. e-transfer
 - D. none of the above
23. If you need to transfer money to another person via the internet, which of the following methods could you use?
- A. financial cybermediary
 - B. electronic check
 - C. electronic bill presentment and payment
 - D. all of the above
24. A combination of software and information designed to provide security and information for payment is called a _____.
- A. digital wallet
 - B. pop up ad
 - C. shopping cart
 - D. encryption
25. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
- A. internet commerce
 - B. e-commerce
 - C. transaction information transfer
 - D. electronic data interchange

26. Which of the following is used in B2B to pay for purchases?
- A. e-commerce
 - B. financial electronic data interchange
 - C. electronic data exchange
 - D. electronic checks
27. When a transaction is processed online, how can the merchant verify the customer's identity?
- A. use secure sockets layers
 - B. use secure electronic transactions
 - C. use electronic data interchange
 - D. use financial electronic data interchange
28. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?
- A. Client/server network
 - B. Intranet
 - C. Extranet
 - D. Thin client
29. What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?
- A. Client/server network
 - B. Intranet
 - C. Extranet
 - D. Thin client
30. Which will not harm computer resources?
- A. firewall
 - B. Virus
 - C. Trojan horse
 - D. None of the above
31. Which of the following is the primary characteristic of an intranet?
- A. People outside the organization can access it
 - B. People inside the organization can't access it
 - C. People outside the organization can't access it
 - D. None of the above
32. Which concept suggests that different applications and computer systems should be able to communicate with one another?
- A. Integration
 - B. Web services
 - C. Scalability
 - D. Interoperability

33. Which service encompasses all technologies used to transmit and process information on an across a network?
- A. Interoperability
 - B. Scalability
 - C. Benchmarking
 - D. Web services
34. What software detects and removes or quarantines computer viruses?
- A. Backup
 - B. Anti-virus
 - C. Firewall
 - D. Biometrics
35. Cookies are used to do which of the following?
- A. Store your ID and password for subsequent logons to the site
 - B. Store contents of electronic shopping carts
 - C. To track web activity
 - D. All of the above and more
36. What is an electronic representation of cash?
- A. Digital cash
 - B. Electronic cash
 - C. E-cash
 - D. All of the above
37. Smart card is better protected than other cards using _____.
- A. Encryption
 - B. Firewall
 - C. Hub
 - D. All the above
38. The E-payment mechanism widely used in B2B is _____.
- A. Credit card
 - B. Debit card
 - C. Master card
 - D. E-cheque
39. Which type of technology will increase portability and mobility?
- A. Implant chips
 - B. Micro-payments
 - C. Internet phone calls
 - D. All of the above

40. Which one is also known as plastic money?
- A. Credit card
 - B. Debit card
 - C. Paper cash
 - D. All of the above
41. Which e-government arena is being used when governmental agencies send out and accept bids for work?
- A. G2G
 - B. G2B
 - C. G2C
 - D. G2G
42. E-Banking is also known as _____.
- A. ATMs
 - B. Net banking
 - C. Traditional banking
 - D. None of these
43. _____ is backbone of all E-payments in E-commerce.
- A. EFT
 - B. EPS
 - C. PayPal
 - D. None of these
44. Which one is NOT an online payment mode?
- A. Cash on delivery
 - B. Debit card
 - C. Credit card
 - D. e-cheque
45. Which one is NOT an E-payment method used in Malaysia?
- A. Debit card
 - B. Credit card
 - C. e-cheque
 - D. none
46. Which one is NOT a threat for E-commerce?
- A. Trojan horse
 - B. Viruses
 - C. Worm
 - D. None

47. What is an arrangement made between e-commerce sites that direct users from one site to the other?
- A. Spam
 - B. Viral marketing
 - C. Affiliate programs
 - D. None of the above
48. Which type deals with auction?
- A. B2B
 - B. B2C
 - C. C2B
 - D. C2C
49. During E-commerce transaction we should ensure _____.
- A. Integrity
 - B. Security
 - C. Confidentiality
 - D. All the above
50. Josh Nielsen has decided to sell demonstration ski equipment that he has obtained from a Head Ski salesperson via eBay using its auction feature. Which of the following Internet domains would most accurately describe the form of business Josh is using?
- A. B2C
 - B. B2B
 - C. C2B
 - D. C2C
51. Using Priceline.com, would-be buyers bid for airline tickets, hotel rooms, rental cars, and even home mortgages, leaving the sellers to decide whether to accept their offers. Which of the following Internet domains best matches the above example?
- A. B2C
 - B. B2B
 - C. C2B
 - D. C2C
52. Which of the following would be the most appropriate example of a transaction site?
- A. Amazon.com
 - B. Yahoo
 - C. AOL
 - D. eBay

53. Which of the following would be the most appropriate example of a search engine/portal?
- A. Amazon.com
 - B. Yahoo
 - C. AOL
 - D. eBay
54. The key to designing an attractive Web site is to _____.
- A. create enough value and excitement to get customers to come to the site, stick around, and come back again.
 - B. have cutting edge graphics that demonstrate the technology available to the Web marketer.
 - C. have a least \$2 million in design funds which provide for the interactivity demanded by today's Web savvy consumer.
 - D. be willing beg, borrow, or steal ideas from the top Web page designers and incorporate these ideas into the firm's own site.
55. All of the following would be among the 7Cs for effective Web site design EXCEPT:
- A. Context.
 - B. Content.
 - C. Community.
 - D. Conceptualization.
56. All of the following are characteristics of effective Web sites EXCEPT:
- A. The lowest prices within an industry group.
 - B. Deep and useful information.
 - C. Changing promotional features.
 - D. Links to other related sites.
57. Advertising that appears while consumers are surfing the Web, including banner and tickler ads, interstitials, skyscrapers, and other forms is called _____.
- A. specialty advertising.
 - B. portal promotion.
 - C. online advertising.
 - D. virtual advertising.
58. Sam Harrison is reviewing a Web site for tennis shoes. He notices several advertisements that move across the screen announcing special discount travel offers if he purchases Nike tennis shoes. These crawling advertisements are called:
- A. Interstitials.
 - B. Content sponsorships.
 - C. Banner ads.
 - D. Micro-sites.

59. Along with its considerable promise, e-commerce faces many challenges. All of the following, according to the text, would be among those challenges EXCEPT:
- A. Poor revenue potential.
 - B. Limited consumer exposure and buying.
 - C. Skewed user demographics and psychographics.
 - D. Chaos and clutter.
60. One study found that a Web site must capture a Web surfer's attention within eight seconds or lose them to another site. Which of the following e-commerce challenges most appropriately corresponds with this statement?
- A. ethical concerns
 - B. security
 - C. skewed user demographics and psychographics
 - D. chaos and clutter

TRUE/FALSE QUESTIONS (10 MARKS)

Instruction: Circle the correct answer.

61. Extranets are networks that connect a company with its suppliers and distributors.
True / False

62. By early 2001, Internet penetration in Malaysia had reached close to 80 percent.
True / False

63. The Old Economy revolved around advertising and promotion that mainly focused on the idea of sell, sell, sell.
True / False

64. The text defines e-business as buying and selling processes supported by electronic means, primarily the Intranet.
True / False

65. B2C e-commerce is the online selling of goods and services to final consumers.
True / False

66. Trading networks, auction sites, spot exchanges, barter sites, and online product catalogs would all be examples of B2B e-commerce.
True / False

67. Buyers using Priceline.com to place bids on airline tickets would be an example of C2C e-commerce.
True / False

68. Click-only marketers use e-commerce channels to connect to consumers.
True / False

69. Sam gets an e-mail from Microsoft describing a new feature on Windows 2000. Sam then uses his e-mail to tell Bart about the new feature. This would be an example of viral marketing.
True / False

70. One of the major challenges facing online marketers is the inability to ensure privacy.
True / False

SECTION B (20 MARKS)

Instruction: Answer **ALL** questions.

OPEN ENDED QUESTION

1. State the definitions of **e-business**, **e-commerce**, and **e-marketing**. Discuss the differences between the concepts.
(6 marks)

2. E-commerce and the Internet bring many benefits to both buyers and sellers. List and briefly describe the major benefits to (a) **buyers** and (b) **sellers**.
(4 marks)

3. There are **FOUR (4)** major Internet domains through which e-commerce can be conducted. List and briefly describe each. Which is the main domain among these four?
(5 marks)

4. Many believe that e-commerce has a bright future. However, e-commerce will also face many challenges in the next decade. List and briefly describe the **FIVE (5)** major challenges discussed in the text. Be specific in your comments and descriptions.
(5 marks)

SECTION C (10 MARKS)

Instruction: Answer the question.

APPLICATION QUESTION

Jason Smith has just created his own Internet business. Jason sells skis and ski accessories via the Web. In order to have a low-cost source of supply, he has formed an alliance with a manufacturer's representative for a national ski line. The manufacturer's rep sells demo models of skis to Jason for cost once the demo's useful life has expired. In general, a good set of skis costs him 50 percent less than what it could be sold for in a retail store. This allows for a good mark up and a profit averaging about 20 percent. However, Jason is looking to make more money from his operation. A friend tells him that one of the ways to increase his income is to consider the following alternative ways of generating revenue through his Web site: **advertising income, alliance income, profile income, and referral income**. Consider yourself to be a consultant. Give Jason Smith advice on how he might expand his revenue flow using all of the four forms mentioned above. Be specific in your suggestions to him.

END OF QUESTION