## SECTION A

### OBJECTIVES (25 Marks)

This section consists of **TWENTY FIVE (25)** objective questions. Write your answers in the answer booklet.

1.    Electronic Commerce can be defined as _____.

[CLO1:C1]

    A.    the process of buying and selling transactions conducting between partners
    B.    the process of buying, selling, transferring and exchanging products, services and information via computers
    C.    the process of buying, selling, transferring and exchanging products, services and information in the marketplace
    D.    the process of buying and selling of goods and services and servicing customers, collaborating with business partners, conducting e-learning and conducting e-commerce within organization

2.    The following statement is true regarding partial Electronic Commerce **EXCEPT**

[CLO1: C2]

    A.    Buying books from mph.com
    B.    Buying clothes from zalora.com
    C.    Purchasing computer from dell.com
    D.    Purchasing e-book from amazon.com

3.    Which of the following Electronic Commerce organization is **INCORRECT?**

[CLO1:C2]

    A.    Virtual – an organization that conducts their business activity solely online
    B.    Virtual and mortar – an organization that conducts their business partially offline
    C.    Click and mortar – an organization that performs some activities usually as an additional marketing channel
    D.    Brick and mortar – an organization that performs their primary business offline selling physical products by means of physical assets

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**POLITEKNIK**
**Jabatan Pengajian Politeknik**

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT
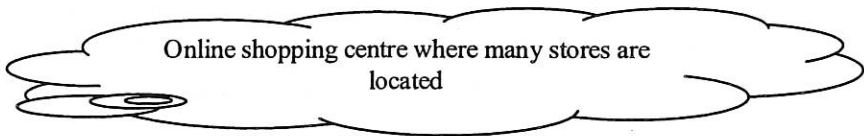
FINAL EXAMINATION

JUNE 2012 SESSION

**PE301: E-COMMERCE**

**DATE : 22 NOVEMBER 2012(THURSDAY)**
**DURATION : 2 HOURS (11.15 AM - 1.15 PM)**

This paper consists of **NINE (9)** pages including the front page.
Section A: Objective (25 questions – answer all)
Section B: Essay (3 questions – answer all)

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**DO NOT OPEN THIS QUESTION PAPER UNTIL INSTRUCTED BY THE CHIEF INVIGILATOR**

(The CLO stated is for reference only)

9.    Which of the following is **NOT** in the cycles of e-commerce?

[CLO1:C1]

A.    Attraction
B.    Information
C.    Application
D.    Customization

10.   Infrastructure for E-Commerce includes_____

[CLO1:C1]

A.    modem and internet connection
B.    systematic communication and modem
C.    internet connection, and telecommunication service
D.    internet connection, modem and telecommunication service

11.   Which of the following is **NOT** a classification of e-commerce?

[CLO1:C1]

A.    Customer to business
B.    Bussiness to Bussiness
C.    Consumer to business
D.    Business to consumer

12.   The basic types of B2B transactions are as below **EXCEPT**

[CLO1:C1]

A.    exchanges
B.    Buy-side
C.    Sell-side
D.    collaborative business

Online shopping centre where many stores are located

13.   The above statement explains about _____.

[CLO2:C2]

A.    electronic cart
B.    electronic malls
C.    electronic catalogs
D.    electronic storefronts

4.    The benefits of B2B towards sellers are _____.

[CLO1: C2]

i.     reducing market and sales costs
ii.    making product configuration easier
iii.   providing efficiency customer service
iv.    increasing production and permitting Just in Time delivery

A.    ii only
B.    i and vi.
C.    i, ii and iii
D.    all of the above

5.    The Human Resource Department advertised a job vacancy for accounting positions on the company's intranet. This is an example of _____.

[CLO1: C3]

A.    B2C
B.    B2E
C.    B2B
D.    C2C

6.    Which of the following is the main characteristic of m-commerce?

[CLO2: C1]

A.    Ubiquity
B.    Reach ability
C.    Convenience
D.    Localization

7.    Which of the following is **NOT** the importance of firewalls?

[CLO1:C2]

A.    Protect from worms in email
B.    Organize all files in computer
C.    Keep attackers from getting access to your system
D.    Monitor all network traffic and blocked unwanted traffic

8.    Payment cards are electronic cards that contain information that can be used for payment purposes. Which of the following is **NOT** a mode of card payment on line?

[CLO3:C1]

A.    Credit cards
B.    Charge cards
C.    Debit cards
D.    Bonus cards

19.   Which of the following is **NOT** the type of portals?

[CLO 2:C1]

A.   General portals – content public information
B.   Commercial portals –content for diverse communities
C.   Publishing portals – intended for communities with specific interests
D.   Corporate portals – provide organized access to rich content within relatively narrow corporate and partner's communities

20.   Which of the following is **NOT** the issue on security in e-commerce?

[CLO2:C3]

A.   Auditing
B.   Attraction
C.   Authorization
D.   Authentication

21.   Which of the following is an intermediary?

[CLO2:C1]

A.   Seller who makes products available online
B.   Marketing firm that prepares advertising materials
C.   Company delivering the products to the customer
D.   Computer system that matches buyers with "Goods Wanted" to seller with "Goods for sale"

22.   Which e-commerce business model is applied by Bursa Malaysia?

[CLO3:C3]

A.   Auction
B.   Group purchase
C.   Affiliate marketing
D.   Electronic market place

23.   The characteristics of successful e-payment methods are _____.

[CLO2:C2]

i.    privacy
ii.   security
iii.  easy to use
iv.   Independence

A.   i and ii
B.   i and iv
C.   ii, iii and iv
D.   i, iii iv

14.   Which of the following best describes Intelligent Agent?

[CLO2:C1]

A.   A software that can perform routine tasks that require intelligence
B.   A computer program that can access a database of internet resource.
C.   An electronic software that can access a database of internet resource
D.   An electronic software that can perform routine tasks that require intelligence

15.   Shopping Cart features are as below **EXCEPT**

[CLO2:C3]

A.   Returning shoppers can do payment at the bank
B.   Accept real-time payments such as credit cards or PayPal
C.   Prevent fraud with security measure such as credit card address verification system
D.   The secure shopping cart remembers a shopper's address and payment information from previous visits.

16.   An example of publishing portal is _____.

[CLO3:C1]

A.   www.cni.com.my
B.   www.ikea.com.my
C.   www.nstp.com.my
D.   www.polisas.edu.my

17.   What are the benefits of m-commerce?

[CLO2:C2]

A.   Location of the marketing
B.   Ubiquity and personalization
C.   Convenience and application
D.   Ubiquity, convenience and personalization

18.   Infrastructure of Mobile computing are _____.

[CLO2:C3]

i.    m-commerce software
ii.   m-commerce hardware
iii.  m-commerce service company
iv.   m-commerce network and access

A.   i and ii
B.   i,ii and iii
C.   i, ii and iv
D.   vi only

## SECTION B

**ESSAY (75 Marks)**

**INSTRUCTION:**

This section consists of **THREE (3)** essay questions. Answer all questions.

## QUESTION 1

a)    Define the concept of electronic commerce.

[CLO1:C1]

(5 Marks)

b)    By using an appropriate examples, briefly explain **EIGHT (8)** cycles of e-commerce.

[CLO1:C2]

(20 Marks)

## QUESTION 2

a)    Identify **FIVE (5)** m-commerce hardware and software in e-commerce environment.

[CLO2:C1]

(10 Marks)

b)    List **FIVE (5)** m-commerce terminologies recently used by consumers.

[CLO2:C1]

(5 Marks)

c)    List **FIVE (5)** advantages of m-commerce for users.

[CLO2:C1]

(10 Marks)

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24.    What are the types of payment card in E-Commerce payment system?

[CLO3:C2]

|  |  |  |
|--|--|--|
| i. | Bank cards |
| ii. | Debit cards |
| iii. | Credits cards |
| v. | Charge cards |

A.    i and ii
B.    ii and iv
C.    ii, iii and iv
D.    i, iii and iv

25.    The electronic storefront is a web store or web storefront which refers to a single company's website where products or services are sold. Which of the following belongs to electronic storefront

[CLO3:C1]

i.    Electronic cart
ii.    Payment gateway
iii.    Electronic catalog
iv.    E-auction facilities

A.    i only
B.    i and ii.
C.    i, ii and iii
D.    all of the above

**QUESTION 3**

a)      Explain **THREE (3)** main functions of markets in electronic marketplaces.

                                                                [CLO 3:C2]
                                                                (6 Marks)

b)      A web portal is a single point of access through a Web browser for critical business
        information located inside and outside (via internet) of an organization. List **FIVE (5)**
        types of information portal in electronic marketplaces with suitable examples.

                                                                [CLO 3:C4]
                                                                (10 Marks)

c)      Explain **THREE (3)** types of market place in e-commerce.

                                                                [CLO3:C2]
                                                                (9 Marks)