

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

SECOND TRIMESTER FINAL EXAMINATION, 2008 / 2009 SESSION

DBS5028 – E-COMMERCE

6 JANUARY 2009
02:30 PM – 04:30 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of **12 pages** (excluding the cover page). There are three sections in this Question paper. Please attempt **ALL** questions in the three sections.

Section A: Multiple Choice Questions, Question 1 – Question 30, (30 marks)
Section B: True / False, Question 31 – Question 50, (20 marks)
Section C: Short Answers, 5 Questions, (50 marks)
2. For **Section A**, please mark your answers in the **OMR sheet** provided.
3. For **Section B**, please mark **A** for **TRUE** statements and **B** for **FALSE** statements in the **OMR sheet** provided.
4. For **Section C**, please write your answers in the **Answer Booklet** provided.

Section A : Multiple Choice Questions, Question 1 – Question 30 (30 Marks)

Instruction: Please mark your answers in the OMR sheet provided.

1. A consumer shopping on the Web is often called _____ e-commerce.
 - a. B2B
 - b. B2C
 - c. B2G
 - d. C2C

2. Which term describes the process of deciding what, when, and how much to purchase?
 - a. Procurement
 - b. Logistics
 - c. Bargain
 - d. Negotiation

3. Banks use _____, which are electronic transmissions of account exchange information over private communications networks.
 - a. WAN
 - b. EDI
 - c. EFT
 - d. LAN

4. _____ travel from computer to computer along the interconnected networks until they reach their destinations.
 - a. Routers
 - b. Packets
 - c. Switches
 - d. Bridges

5. Which network option is **BEST** suited for businesses that want to transmit confidential information to each other?
 - a. Virtual Private Network
 - b. Intranet
 - c. Internet
 - d. Virtual Public Network

Continued...

6. _____ is a set of rules for delivering Web page files over the Internet.
- a. XML
 - b. HTTP
 - c. HTML
 - d. TCP/IP
7. What are the actions that can be taken to reduce e-mail spam problems?
- a. Using filter to identify whether the message is spam or not.
 - b. Control the exposure of an e-mail address.
 - c. Using multiple e-mail addresses.
 - d. All of the above.
8. All of the followings are the factors that can affect the performance of a Web server **EXCEPT**:
- a. The connection speed.
 - b. The type and size of the Web page that is being delivered.
 - c. The Web server software.
 - d. The location of the company.
9. Which of the following is **NOT** the protocol for the electronic mail system (e-mail)?
- a. Transfer Control Protocol (TCP)
 - b. Post Office Protocol (POP)
 - c. Simple Mail Transfer Protocol (SMTP)
 - d. Multipurpose Internet Mail Extensions (MIME)
10. _____ software helps companies to coordinate planning and operations with their partners in the industry supply chains of which they are members.
- a. Supply chain management
 - b. Customer relationship management
 - c. Knowledge management
 - d. Content management

Continued...

11. What Web services can do for the companies to improve their customer service and reduce costs?

- i. Web services provide data feeds between two different companies.
- ii. Web services provide the XML data feeds that flow from one application to another in enterprise application integration efforts.
- iii. Web services provide a smooth connection to existing inventory databases and procurement systems.
- iv. Web services provide many predefined reports for analyzing site activities and product sales data.

- a. i and iii only
- b. iii and iv only
- c. i and ii only
- d. All of the above

12. _____ is software integrates the electronic commerce system with existing company information systems that handle inventory control, order processing, and accounting.

- a. A catalog display
- b. Shopping cart
- c. Middleware
- d. Transaction processing

13. Online games and streaming videos of concert and film uses:

- a. Digital content revenue model.
- b. Advertising-supported revenue model.
- c. Fee-for-transaction revenue model.
- d. Fee-for-service revenue model.

14. The New York Times and The Wall Street Journal use the _____ revenue model.

- a. fee-for-service
- b. advertising-supported
- c. information sales
- d. mixed advertising-subscription

Continued...

15. Which of the following is the reason(s) that people visit web sites?
- Learning about products or services that the company offers.
 - Obtaining financial information for making an investment or credit granting decision.
 - Identifying the people who manage the company or organization.
 - All of the above
16. Elements of security policy include _____.
- Authentication, Access control, Secrecy, Data integrity, Audit
 - Cracker, Access control, Secrecy, Audit
 - Authentication, Access control, Secrecy, Data integrity, Necessity
 - Authentication, Eavesdropper, Secrecy, Data integrity
17. The program that secretly takes over another computer to launch attacks on other computers is known as:
- Zombie.
 - Web bug.
 - Third-party cookies.
 - Trojan horse.
18. Which of the followings are the categories of cookies?
- Session cookies
 - Persistent cookies
 - First-party cookies
 - Third-party cookies
- i and ii only
 - iii and iv only
 - i, ii and iii only
 - All of the above

Continued...

19. The followings are the descriptions of electronic cash payment **EXCEPT**:
- Eliminates the use of paper documents or coins.
 - Provides audit trail.
 - Widely used for sales of goods and services of less than \$10.
 - Can be used for international transactions.
20. _____ relationship management occurs when a firm obtains detailed information about a customer's behavior, preferences, needs, and buying patterns and uses that information to set prices negotiates terms, tailor promotions, add product features, and otherwise customize its entire relationship with that customer.
- Technology-enabled
 - Product-based
 - Communication-enabled
 - Relationship-based
21. Electronic wallets _____.
- hold credit card numbers, electronic cash, owner identification, and contact information
 - give consumers the benefit of entering their information just once
 - make shopping more convenient and efficient
 - All of the above.
22. The information that a website can gather about its visitors is called a(n) _____.
- clickstream
 - ad view
 - marketing mix
 - occasion segmentation

Continued...

23. One of the key elements of a brand is _____.
- a. marketplace
 - b. style
 - c. perceived value
 - d. micromarketing
24. Web servers can capture visitors' information and place it into a Web _____.
- a. index file
 - b. hierarchical file
 - c. log file
 - d. network file
25. _____ are the prices that potential buyers in an auction are willing to pay for an item.
- a. Bids
 - b. Proposals
 - c. Inquiries
 - d. Presents
26. The whole auction process is managed by a(n) _____.
- a. bidder
 - b. auctioneer
 - c. observer
 - d. controller
27. In a(n) _____, bidders publicly announce their successive higher bids until no higher bid is forthcoming.
- a. Spanish auction
 - b. English auction
 - c. Yankee auction
 - d. Australian auction
28. One of the aggressive marketing tactics that _____ used to promote its auction business was its "Auctions Guarantee".
- a. eBay
 - b. Yahoo!
 - c. Excite
 - d. Amazon

Continued...

29. Hiring another company to provide the outside support for all or part of a project is called _____.

- a. outsourcing
- b. fast venturing
- c. portfolio managing
- d. personalizing

30. The _____ should be a member of the internal team that sets the objectives for the project.

- a. business manager
- b. account manager
- c. application specialist
- d. project manager

Continued...

Section B: True / False, Question 31 – Question 50 (20 Marks)

*Instruction: Please mark A for **TRUE** statements and B for **FALSE** statements in the OMR sheet provided.*

31. IBM defines electronic business as "the transformation of key business processes through the use of Internet technologies."
32. Business-to-consumer electronic commerce occurs when a person sells an item through a Web auction site to another person.
33. A value added network (VAN) is an independent firm that offers connection and EDI transaction-forwarding services to buyers and sellers engaged in EDI.
34. The acronym SMTP is stands for Simple Markup Tracer Protocol.
35. Although fax, e-mail, and overnight carriers have been the main communications tools for business for many years, extranets can replace many of them at a lower cost.
36. The decentralized architecture requires expensive computers and is more sensitive to the effects of technical problems.
37. The most complete way for Web site visitors to protect themselves from revealing private information or being tracked by cookies is to disable cookies entirely.
38. Internet service providers (ISPs) provide, manage and maintain hardware, software, and reliable high speed Internet connection.
39. A good Web site design can provide many image-creation and image-enhancing features very effectively—it can serve as a sales brochure, a product showroom, a financial report, an employment ad, and a customer contact point.

Continued...

40. A seller can create value in a relationship with a customer by nurturing customers' trust and developing it into loyalty.
41. Threats that are deemed low risk and unlikely to occur can be ignored when the cost to protect against the threat exceeds the value of the protected asset.
42. The person or device that that can listen on and copy Internet transmissions is known as a hacker or a cracker.
43. Physical security is the protection of assets from unauthorized access, use, alteration, or destruction
44. Electronic cash from different vendors must be easily interchangeable so that customers can exchange one cash type for another when needed.
45. Companies have always found it relatively easy to get the right products to the right places at the best time to sell them.
46. In the four Ps of marketing, the issue of place is the need to have products or services available in many different locations.
47. The Dutch auction is also called an ascending-price auction.
48. All eBay auctions have a minimum bid increment which is about 10 percent of the bid amount.
49. A successful business plan for electronic commerce initiatives should include activities that identify the initiative's specific objectives and link those objectives to business strategies.
50. ROI measurements can be biased in a way that gives undue weight to costs.

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Section C: Short Answers, Question 1–Question 5 (50 Marks)

Instruction: Please write your answers in the Answer Booklet provided.

Question 1

(a) List **TWO** characteristics of e-commerce in the first wave and second wave.

[4 marks]

(b) Briefly explain **THREE** issues that must be considered by businesses who intend to conduct e-commerce internationally.

[6 marks]

[TOTAL: 10 MARKS]

Question 2

(a) Explain **THREE** differences between centralized architecture and decentralized architecture.

[6 marks]

(b) Dynamic page is an unchanging page retrieved from disk and requires less computing power. Describe **TWO** approaches to create dynamic pages.

[4 marks]

[TOTAL: 10 MARKS]

Continued...

Question 3

(a) Catalog display is a listing of goods and services. There are two types of catalog display which are static catalog and dynamic catalog. Define dynamic catalog.

[1 mark]

(b) Define Web hosting and explain the Web hosting alternatives available nowadays.

[9 marks]

[TOTAL: 10 MARKS]

Question 4

One goal of marketing is to create strong relationships between a company and its customers. Good customer experiences can help create an intense feeling loyalty toward the company and its products or services. A five-stage model of customer loyalty is used to show the increase in intensity of the relationship and the termination point as the customer moves through the stages. List and briefly explain the elements inside the five-stage model of customer loyalty.

[10 marks]

[TOTAL: 10 MARKS]

Continued...

Question 5

- a) Define the meaning of 'Downstream Strategies' and 'Upstream Strategies' of supply chain.

[4 marks]

- b) Benefits of electronic commerce initiatives can be measure using tangible and intangible categories. Give **ONE** example for each category.

[2 marks]

- c) Briefly explain the meaning for project portfolio management and list **TWO** roles of CIO (Chief Information Officer) in implementing the project portfolio management.

[4 marks]

[TOTAL: 10 MARKS]

End of page.