

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

FIRST TRIMESTER FINAL EXAMINATION. 2009 / 2010 SESSION

## DBS 5028 - E-COMMERCE

29 SEPTEMBER 2009

2.30pm – 4.30pm

(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of **2 (TWO) pages** (excluding the cover page).
2. There are **4 (FOUR) questions** in this Question paper. Answer **ALL** questions.
3. Please write all your answers in the **Answer Booklet** provided.

**Each question carries equal total marks. Answer all questions.**

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

**QUESTION 1**

- a) Describe and give examples of **TWO** major types of electronic commerce models.  
(6 marks)
- b) Discuss in detail **TWO** advantages and **TWO** disadvantages of electronic commerce to:  
i) Businesses  
ii) Consumers  
(8 marks)
- c) Explain about:  
i) Extranet  
ii) Electronic Data Interchange (EDI)  
Include the benefits.  
(6 marks)

**[TOTAL = 20 MARKS]**

**QUESTION 2**

- a) Illustrate the three-tier client/server architecture. Label and show the steps that occur by using arrows. List **TWO** advantages of this architecture.  
(10 marks)
- b) Explain Web hosting service and discuss **TWO** external Web hosting options. Include the advantages and disadvantages in your discussion.  
(10 marks)

**[TOTAL = 20 MARKS]**

**Continued .....**

**QUESTION 3**

- a) Explain what you understand about Web presence and identify **FOUR** objectives of a business in creating an effective Web presence. (6 marks)
- b) Discuss **TWO** security threats to:  
i) Electronic commerce Web servers  
ii) Communication channels between Web servers and Web clients (8 marks)
- c) Discuss **TWO** benefits and **ONE** drawback of electronic cash to consumers. (6 marks)

[TOTAL = 20 MARKS]

**QUESTION 4**

- a) Discuss viral, affiliate and opt-in e-mail marketing strategies. Include **ONE** benefit of each strategy to the marketer. (6 marks)
- b) Major consulting firm McKinsey & Company examined the online behavior of 50,000 active Internet users and identified 5 different groups. Discuss any **TWO** behavior-based categories. (4 marks)
- c) Distinguish between the general consumer and specialty consumer auction sites. Include examples. (6 marks)
- d) Identify **FOUR** objectives of planning electronic commerce initiatives. (4 marks)

[TOTAL = 20 MARKS]

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