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MULTIMEDIA UNIVERSITY

THIRD TRIMESTER SUPPLEMENTARY EXAMINATION,
2008 / 2009 SESSION

DBS5028 / DBS5928 – E-COMMERCE

19 June 2009
3.00pm-5.00pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 6 (**SIX**) 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 - 20 (20 marks)
Section B: True / False, Question 21 - 40 (20 marks)
Section C: 4 Structured Questions, (40 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 – 20 (20 Marks)

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

1. Which of the following about the types of e-commerce is **TRUE**?
 - A. B2C e-commerce is also called e-procurement.
 - B. The advertisement of personal services over the Internet is an example of C2C e-commerce.
 - C. Some of the participants in B2B e-commerce are either businesses or consumers.
 - D. The sending of SMS from an individual to another individual is an example of m-commerce.

2. The aims of supply chain management (SCM) include all of the followings **EXCEPT** _____.
 - A. to reduce the costs associated with procurement activities
 - B. to maximize inventory levels
 - C. to decrease manufacturing time
 - D. to optimize logistics

3. Below are correct statements describing the client/server computing **EXCEPT** _____.
 - A. easy to expand capacity by adding servers and clients
 - B. personal computers are connected in a network together with one or more server computer
 - C. the Internet is a giant example of client/server computing
 - D. if one server goes down or a client computer becomes inoperable, the rest of the network stops operating

4. An advantage of packet switching is _____.
 - A. requires the use of a dedicated circuit
 - B. makes nearly full use of almost all available communication lines and capacity
 - C. no delay
 - D. packets do not arrive out of order at their destination

5. The similarity between Active Server Pages (ASP) and Java Server Pages (JSP) is _____.
 - A. they are the major techniques for client side programming
 - B. they are Microsoft's dynamic Web page generation technologies
 - C. they allow developers to use a combination of HTML and scripts to generate dynamic Web pages
 - D. all of the above

6. All of the followings may be the contents of a log file **EXCEPT** _____.
 - A. Client IP address
 - B. Request date/time
 - C. Web page requested
 - D. Client location

Continued....

7. What is the benefit of building storefronts with templates for small businesses?
- Relatively low cost.
 - Does not require extensive programming skills.
 - Web hosting and support services are provided.
 - All of the above.
8. What happens when a customer clicks the “electronic checkout” button in a Web shopping cart?
- Customer is automatically logged out from the Web site.
 - Customer is asked to key in shipping and billing information.
 - Customer is directed to the homepage.
 - The contents of the cart are immediately cleared.
9. Which of the following statement does **NOT** describe the advertising supported revenue model?
- Used by content and community provider.
 - Revenues may be generated from search engine advertising sales.
 - Used by Web portals.
 - Most revenues are generated from subscription fees for access to all contents offered by the Web site.
10. The revenue model used by eBay is _____.
- | | |
|-----------------------------|------------------------|
| A. Advertising-supported | C. Fee-for-service |
| B. Advertising-subscription | D. Fee-for-transaction |
11. “Can I control the use of information about myself transmitted to an e-commerce merchant?”
- Which dimension of e-commerce security **BEST** describes this statement?
- | | |
|-------------------|--------------------|
| A. Nonrepudiation | C. Confidentiality |
| B. Privacy | D. Integrity |
12. Which security threat typically causes a Web site to shut down, making it impossible for users to access the site?
- | | |
|---------------|-------------|
| A. DoS attack | C. Spoofing |
| B. Sniffing | D. Phishing |
13. Which payment method offers low transaction cost for large transactions?
- | | |
|----------------|---------------------|
| A. Credit card | C. Check |
| B. Debit card | D. All of the above |
14. What is the difference between a credit card and charge card?
- A credit card has no spending limit.
 - A charge card offers consumers considerable minimum bill payment amount.
 - A credit card charges no fees as long as the minimum payment is made.
 - A charge card has accumulated interest.

Continued....

15. Which statement about rational branding and emotional branding is TRUE?
- A. Emotional branding creates consumers trust and loyalty more easily.
 - B. Rational branding relies on the cognitive appeal of the specific help offered.
 - C. Emotional branding works better on the Web.
 - D. All of the above.
16. Among the following forms of online advertisement, which is the MOST effective?
- A. Pop-up ads
 - B. Rich media ads
 - C. Pop-behind ads
 - D. Pop-under ads
17. One benefit of online auctions includes _____.
- A. price transparency
 - B. higher transaction costs
 - C. bidding monitoring costs
 - D. price ambiguity
18. Which type of auction where there are multiple buyers and sellers competing against each another?
- A. Reverse auction
 - B. Sealed-bid auction
 - C. Double auction
 - D. English auction
19. Below are NOT ways to measure the benefits of improving supply chain operation, EXCEPT _____.
- A. customer satisfaction surveys
 - B. quantity of goods sold
 - C. cost and quality of materials
 - D. number of site visitors
20. Who will provide loan, advice and technical expertise in fast venturing?
- A. Equity partners
 - B. Operational partners
 - C. Venture sponsors
 - D. Both A and B

Continued....

Section B: True / False, Question 21 - 40 (20 Marks)

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

21. The practice of offering different languages on a Web site is referred to as localization.
22. Electronic Data Interchange (EDI) is the major tool of e-Supply Chain Management.
23. Currently, HTML and XML work side by side on the same Web pages.
24. T1 and T3 lines are broadband services.
25. To retrieve e-mail from a server, the client computer uses Post Office Protocol 3 (POP 3).
26. All Web servers provide some additional capabilities such as file transfer protocol (FTP) and search engine.
27. Midrange suites includes Microsoft Commerce Server 2007 and IBM WebSphere's Commerce Professional.
28. Customer profiles generated by the customer relationship management system (CRM) can contain e-mail campaign responses.
29. Portals generate revenue by collecting referral fees for steering customers to other sites.
30. To succeed online, established retailers need to reduce incentives to consumers to use the online channel and avoid channel cooperation.
31. Cookies are used by advertisers to ensure visitors do not receive the same ads repeatedly.
32. Spoofing is a type of eavesdropping program that monitors information traveling over a network.
33. Store cards and prepaid telephone cards are examples of open-loop cards.
34. Smart cards provide access to valuable asset such as e-cash.
35. The use of "opt-in" approach requires users agree to accept advertising and marketing materials.
36. Customer acquisition costs are incurred in convincing an existing customer to purchase again.

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37. One advantage of group purchasing in an e-auction is that better prices can be negotiated.
38. The winner in a reverse auction is the one with the highest bid.
39. In general, the cost of hardware and software for building and operating an e-commerce site has increased.
40. Most businesses undertake e-commerce initiatives for one specific reason.

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Section C: 4 Structured Questions (40 Marks)

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

Question 1

- a) Define e-commerce and describe how it differs from e-business. (4 marks)
- b) Compare and contrast intranets, extranets, and the Internet. (6 marks)

Question 2

- a) Discuss **THREE** factors to consider when deciding on a Web server platform. (6 marks)
- b) Describe **ONE** advantage and **ONE** disadvantage of the following:
- i. Building a site in-house
 - ii. Outsourcing hosting
- (4 marks)

Question 3

- a) Explain the following:
- i. Disintermediation vs. Reintermediation
 - ii. Channel conflict vs. Channel cooperation
- (4 marks)
- b) What is the role of a Certificate Authority (CA)? Name the best known CA and list **FOUR** items contained on a certificate. (6 marks)

Question 4

- a) What are e-checks? What is the Automated Clearing House (ACH) Network that e-checks rely heavily on? List **TWO** benefits of e-check processing. (4 marks)
- b) Clearly distinguish between affiliate and viral marketing. Provide an example and describe a benefit of each. (6 marks)

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