

This question paper consists of TWO (2) sections. Answer ALL questions in the booklet provided. [100 Marks]

SECTION A (50 Marks)

There are TWENTY-FIVE (25) MCQ questions in this part. Answer ALL questions in the answer booklet.

1. E-Commerce stands for _____.
 - A. electrical commerce
 - B. electronic commerce
 - C. entertainment commerce
 - D. easy commerce

2. The World Wide Web (WWW) was introduced in the year _____.
 - A. 1994
 - B. 1996
 - C. 1992
 - D. 1990

3. _____ is concerned with the buying and selling activities of products and services over computers using communication networks.
 - A. E-Selling
 - B. E-Commerce
 - C. E-Business
 - D. E-System

4. E-Commerce has _____ scope than E-Business or Digital Business.
 - A. higher
 - B. narrowed
 - C. wider
 - D. more

5. Which type of E-Commerce segment is used by companies like Flipkart, Amazon and Myntra?
 - A. B2B
 - B. B2C
 - C. P2P
 - D. C2B

6. E-Commerce systems rely on the resources of the internet, intranet, extranet, and other computer networks. Electronic commerce can include _____.
- A. customer collaboration in product development via internet newsgroup and e-mail exchanges
 - B. interactive marketing, ordering, payment, and customer support processes at e-commerce sites on the World Wide Web
 - C. internet access of customer relationship management systems by sales and customer service representatives
 - D. all the above
7. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of services referred to as _____ E-Commerce Business Model.
- A. licensing
 - B. subscription
 - C. transaction
 - D. affiliate
8. What are the various E-Payment methods?
- A. Credit and Debit card
 - B. Cryptocurrency
 - C. E-Wallet
 - D. All the above
9. What are the major types of E-Commerce?
- i. B2B E-Commerce
 - ii. B2C E-Commerce
 - iii. C2C E-Commerce
 - iv. Social E-Commerce
 - v. C2D E-Commerce
 - vi. Open E-Commerce
- A. I, ii, iii
 - B. I, ii, iii & iv
 - C. I, ii, iii, iv & v
 - D. All the above

10. This E-Commerce commercial enterprise model specifically specialises in selling services or products online.
- A. Indirect Marketing
 - B. Online Direct Marketing
 - C. Marketplace
 - D. Brick & Mortar
11. _____ is a retail fulfilment approach in which a shop doesn't hold the goods it sells in stock.
- A. Aggregator Model
 - B. Affiliate
 - C. Drop-shipping
 - D. Advertising Model
12. Fiber optics is concerned with the _____ or backbone internet services that carry bulk traffic long distances. Wireless Internet is concerned with the _____ from the larger internet to the user's smartphone, tablet, or laptop.
- A. first mile & last mile
 - B. network & gadget
 - C. first mile & transmission
 - D. Wi-Fi & last mile
13. What is a Domain Name?
- A. IP address expressed in natural language
 - B. It is a DNS server
 - C. A method to communicate between a client & server
 - D. A standard to define a communication protocol
14. _____ E-Commerce Model is where a company charge another company for letting them to place a banner on their websites, blogs, or platform.
- A. Affiliate
 - B. Transaction
 - C. Aggregator
 - D. Advertising

15. _____ and advertising involves using the social graph to communicate brand images and directly promote sales of products and services.
- A. Social marketing
 - B. Digital marketing
 - C. Banner display
 - D. Facebook advertising
16. The delivery of goods or services ordered on an e-shop do NOT depend upon which of the following?
- A. Size of products
 - B. Cost of products
 - C. Nature of products
 - D. Urgency
17. The dimension of E-Commerce that enables commerce across national boundaries is called _____.
- A. interactivity
 - B. richness
 - C. global reach
 - D. ubiquity
18. All the following are techniques of B2C E-Commerce companies use to attract customers except _____.
- A. register with search engines
 - B. viral marketing
 - C. online ads
 - D. virtual marketing
19. 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

20. The primary source of financing during the early years of E-Commerce was _____.
- A. bank loans
 - B. large retail firms
 - C. venture capital funds
 - D. initial public offerings
21. The _____ business model involves an independently owned vertical digital marketplace for direct inputs.
- A. e-distributor
 - B. e-procurement
 - C. exchange
 - D. private industrial network
22. What is a payment gateway?
- A. A website where customers can make payments
 - B. A software application that processes payments
 - C. A physical location where payments are accepted
 - D. A bank that provides payment services
23. A cross-selling strategy is _____.
- A. a strategy where a company promotes additional products or services to customers who have already purchased something
 - B. a strategy where a company promotes its products or services through a network of affiliates
 - C. a type of customer service technique
 - D. a type of payment processor
24. The component of Transmission Control Protocol / Internet Protocol that provides the internet's addressing scheme and is responsible for the actual delivery of packets is _____.
- A. TCP
 - B. IP
 - C. the Network Layer
 - D. the Application Layer
25. Broadband is generally considered to be any communication technology allowing streaming audio and video at or above _____.
- A. 100 Kbps
 - B. 56.6 Kbps
 - C. 30 Kbps
 - D. 10 Kbps

SECTION B

(50 Marks)

There are **THREE (3)** Essay questions in this part. Answer ALL questions in the answer booklet.

1. Define E-Commerce and describe how it differs from E-Business. (15 marks)

2. The system development life cycle is a methodology used to understand the business objectives and design an appropriate solution for building an e-commerce website. Discuss the major **FIVE (5)** Phases of the system development life cycle. (25 marks)

3. There are a lot of e-commerce website features that annoy potential customers. Discuss **TWO (2)** of them. (10 marks)

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***** END OF QUESTION PAPER *****