



FINAL EXAMINATION
MARCH 2024

COURSE TITLE **E- COMMERCE: MICRO- MULTINATIONAL**

COURSE CODE **RMKT3513**

DATE/DAY **19 JUNE 2024 / WEDNESDAY**

TIME/DURATION **09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)**

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 7 Printed Pages including front page)

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

SECTION A

(50 Marks)

There are TWENTY-FIVE (25) questions in this part. Answer ALL questions.

1. What does E-commerce stand for?
 - A. Electronic Computer
 - B. Electronic Communication
 - C. Electronic Commerce
 - D. Efficient Communication

2. Which of the following is a key component of E-commerce?
 - A. Social media profiles
 - B. Online stores
 - C. Digital art galleries
 - D. Virtual reality gaming

3. What is the primary goal of E-commerce?
 - A. To improve internal communication within a company
 - B. To automate business processes
 - C. To facilitate the buying and selling of goods and services online
 - D. To provide entertainment through online videos

4. Which type of E-commerce involves transactions between businesses?
 - A. Business-to-Consumer (B2C)
 - B. Business-to-Business (B2B)
 - C. Consumer-to-Consumer (C2C)
 - D. Consumer-to-Business (C2B)

5. What does the term "shopping cart" refer to in E-commerce?
 - A. A virtual reality shopping experience
 - B. A secure payment gateway for online transactions
 - C. A physical shopping cart used in brick-and-mortar stores
 - D. A feature that allows customers to store selected products before checkout

6. Which of the following is a characteristic of E-commerce marketplaces?
- A. They only allow B2C transactions
 - B. They sell physical products exclusively
 - C. They are limited to a specific geographical area
 - D. Multiple sellers can list their products to reach a broader audience
7. What is the primary benefit of E-commerce for businesses?
- A. Lower customer reach compared to traditional retail
 - B. Higher operational costs due to physical store setup
 - C. Global market reach and accessibility
 - D. Limited product selection for customers
8. Which type of E-commerce involves individuals selling products or services directly to other consumers?
- A. Business-to-Consumer (B2C)
 - B. Business-to-Business (B2B)
 - C. Consumer-to-Consumer (C2C)
 - D. Consumer-to-Business (C2B)
9. What is the purpose of a payment gateway in E-commerce?
- A. To store customer data for future purchases
 - B. To facilitate secure online transactions and process payments
 - C. To display product images and descriptions
 - D. To track customer behaviour on the website
10. Which of the following is an example of C2B E-commerce?
- A. A customer purchasing a book from an online retailer
 - B. A business buying office supplies from an online wholesaler
 - C. A customer selling handmade crafts on an online marketplace
 - D. A business purchasing raw materials from an online supplier
11. How does E-commerce impact traditional brick-and-mortar stores?
- A. It eliminates the need for physical stores altogether
 - B. It reduces the cost of running physical stores
 - C. It complements physical stores by offering an additional sales channel
 - D. It increases the demand for physical stores

12. What is the purpose of customer support in E-commerce?
- A. To showcase customer reviews and testimonials
 - B. To offer live chat with virtual assistants
 - C. To assist customers with inquiries and concerns related to their purchases
 - D. To provide free product samples to customers
13. What does the term "M-commerce" refer to in E-commerce?
- A. The use of mobile devices for online shopping and transactions
 - B. The use of social media for advertising products
 - C. The use of virtual reality for online shopping experiences
 - D. The use of voice assistants for customer support
14. What is the primary benefit of B2B E-commerce for businesses?
- A. Lower operational costs
 - B. Access to a global customer base
 - C. Direct selling to individual consumers
 - D. Limited competition from other businesses
15. Which E-commerce type involves online auctions and classifieds?
- A. B2C E-commerce
 - B. B2B E-commerce
 - C. C2C E-commerce
 - D. C2B E-commerce
16. Which of the following is a common digital marketing strategy used in E-commerce?
- A. Search Engine Optimization
 - B. Traditional print advertising
 - C. Cold-calling potential customers
 - D. Distributing flyers in local neighbourhoods
17. What is the primary goal of an online store's product catalogue?
- A. To showcase product prices
 - B. To provide detailed product descriptions and images
 - C. To allow customers to share products on social media
 - D. To process customer payments securely

18. Which component of E-commerce ensures secure online transactions and customer data protection?
- A. Payment gateways
 - B. Shopping carts
 - C. Product catalogues
 - D. Data warehouses
19. What is the purpose of logistics in E-commerce?
- A. To manage customer inquiries and complaints
 - B. To handle online marketing and promotions
 - C. To fulfil and deliver customer orders in a timely manner
 - D. To create visual content for social media platforms
20. What type of E-commerce involves businesses selling products and services directly to individual consumers?
- A. B2C E-commerce
 - B. B2B E-commerce
 - C. C2C E-commerce
 - D. C2B E-commerce
21. Which of the following is a benefit of E-commerce for customers?
- A. Limited product selection and availability
 - B. In-person assistance from sales representatives
 - C. Convenience of shopping anytime and anywhere
 - D. Higher prices compared to physical stores
22. What does the term "data security" refer to in E-commerce?
- A. The use of cookies to track customer behaviour
 - B. The protection of customer data from unauthorized access and breaches
 - C. The analysis of customer browsing history for personalized recommendations
 - D. The process of categorizing customer data for marketing purposes
23. What is the primary goal of digital marketing in E-commerce?
- A. To increase website traffic and bounce rate
 - B. To improve search engine rankings
 - C. To attract and engage potential customers online
 - D. To replace traditional marketing methods

24. Which component of E-commerce involves the creation of virtual storefronts for customers to browse and purchase products?
- A. Payment gateways
 - B. Data warehouses
 - C. Online stores
 - D. Shopping carts
25. Which of the following is a characteristic of a well-designed E-commerce website?
- A. Slow loading times and multiple pop-up ads
 - B. Intuitive navigation and user-friendly interface
 - C. Limited product selection and high prices
 - D. Basic text-based descriptions and lack of images


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SECTION B

(50 Marks)

There are **TWO (2)** Essay questions in this part. Answer **ALL** questions.

Question 1

Product Customization or Product Personalization is a process of delivering customized goods and services to the customers as per their needs and desires. Customers can either approach a merchant to make certain customizations in a product or personalize the products themselves, exactly the way they want. It has made a stand in the eCommerce market and has caught the attention of the e-retailers. Enable customers to customize, personalize, or configure the perfect product online.

Required: -

Discuss **FIVE (5)** advantages of Product Customization or Product Personalization.

(25 marks)

Question 2

Enterprise Application Integration (EAI) is a technology that facilitates communication between enterprise applications systems. Enterprise application integration establishes a middleware framework that helps data flow freely between applications without significant changes to database configurations or the applications themselves, leading to a streamlined process and increased data availability. Integrating Enterprise Application links in real-time by integrating all systems required for E-Commerce business. Moreover, by closely integrating supply chain, logistics, payment, advertising and all other essential services, a business can respond flexibly to clients' diverse needs.

Required: -

Explain **FIVE (5)** types of systems that are applied in Enterprise Application Integration.

(25 marks)

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