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UNIVERSITI TUN ABDUL RAZAK

FINAL EXAMINATION

MARCH 2024

COURSE TITLE	INTRODUCTION TO E-COMMERCE
COURSE CODE	RMGT1213
DATE/DAY	27 JUNE 2024 / THURSDAY
TIME/DURATION	02:00 PM - 04:00 PM / 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 **6** Printed Pages including front page)

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. **[60 MARKS]**

SECTION A **(20 Marks)**

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet provided.

1. Which key element of a business model focuses on understanding the market dynamics, customer needs, and potential demand for a product or service?

    A. Competitive advantage.
    B. Market strategy.
    C. Market opportunity.
    D. Organizational development.

2. A Business to Consumer (B2C) model that provides a platform for users to connect and interact with each other, often centred around shared interests or activities, is called a
_____.

    A. product distributor
    B. service aggregator
    C. content curator
    D. community provider (social network)

3. What type of Business-to-Business (B2B) model involves a company using an electronic platform to purchase goods and services from suppliers?

    A. E-distributor.
    B. E-procurement.
    C. Exchange.
    D. Industry consortium.

4. Which generic strategy involves offering unique products or services that are perceived as distinct from competitors' offerings?

    A. Cost competition.
    B. Scope.
    C. Focus/market niche.
    D. Product/service differentiation.

5. Which TCP/IP layer is responsible for addressing and routing packets across multiple networks?

   A. Network interface layer.
   B. Internet layer.
   C. Transport layer.
   D. Application layer.

6. _____ typically uses existing telephone lines to provide internet access and offers faster speeds than dial-up connections.

   A. Narrowband
   B. Broadband
   C. Satellite Internet
   D. Digital subscriber line (DSL)

7. One of the major concerns associated with the Internet of Things (IoT) is:

   A. Decreased convenience and efficiency.
   B. Lack of technology innovation.
   C. Interoperability issues and standards.
   D. Overabundance of security measures.

8. A _____ is a computer program that stores, processes and delivers web pages to clients over the Internet.

   A. webserver software
   B. web browser
   C. web client
   D. webserver

9. What plays a crucial role in ensuring e-commerce security within an organization?

   A. Adopting new technologies only.
   B. Focusing solely on customer feedback.
   C. Ignoring industry standards and government laws.
   D. Establishing and enforcing organizational policies and procedures.

10. Which aspect of the e-commerce security environment emphasizes the establishment of rules and procedures governing security practices within an organization?

    A. Data.
    B. Technology solutions.
    C. Organizational policies.
    D. Laws and industry standards.

11. Malicious code distributed through online advertisements is known as _____.

    A. exploits and exploit kits
    B. drive-by downloads
    C. malvertising
    D. viruses

12. Which Potentially Unwanted Program (PUP) is designed to deliver advertisements to users' devices, often without their consent?

    A. Browser parasites.
    B. Adware.
    C. Spyware.
    D. Malware.

13. Which category of issues primarily concerns the control and ownership of digital assets such as intellectual property and data?

    A. Property rights.
    B. Information rights.
    C. Governance.
    D. Public safety and welfare.

14. _____ refers to the moral principles that govern a person's behaviour or the conduct of an activity.

    A. Ethics
    B. Responsibility
    C. Accountability
    D. Due process

15. Which online privacy concern relates to the protection of personal information shared on platforms like Facebook, Twitter, and Instagram?

    A. Profiling and ad targeting.
    B. Social network privacy.
    C. Sharing of information by marketers.
    D. Mobile phone privacy.

16. What criteria must an invention meet to be eligible for a patent?

    A. It must be new, non-obvious, and novel.
    B. It must have a significant impact on the market.
    C. It must be highly profitable.
    D. It must be endorsed by a government agency.

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17. What is a goal associated with effective websites concerning user engagement?

    A. Reinforcing already held positive images regarding the company.
    B. Making the site interesting to explore.
    C. Creating a positive image consistent with the company's desires.
    D. Attracting visitors.

18. What should be included in a company's web presence to provide users with an understanding of its background and evolution?

    A. Financial and product information.
    B. Method of contacting the organization.
    C. Mission statement.
    D. History.

19. What does "page view" signify in web marketing?

    A. Each time a visitor requests a page from a website.
    B. Each time a visitor explores a trial version of a product.
    C. Each time a banner ad loads on a webpage.
    D. Each time a visitor navigates to a different page within a website.

20. Which reason reflects the need of visitors to receive assistance or guidance regarding products they have already purchased?

    A. To learn about or buy a company's products or services.
    B. To obtain financial or general product information about a company.
    C. To get product support for products already bought.
    D. To communicate with the company or identify who manages it.

SECTION B (40 Marks)

There are FOUR (4) questions in this part. Answer ALL questions in the answer booklet.

1. Business-to-Consumer (B2C) is a commerce model where businesses sell products or services directly to consumers. This model is prevalent in everyday life, from online shopping to grocery purchases. Describe **FIVE (5)** major Business-to-Consumer (B2C) business models. (10 marks)

2. The Internet of Things (IoT) is a network of devices, vehicles, and appliances with sensors, software, and network connectivity, enabling data collection and sharing. Discuss **FIVE (5)** security issues associated with the Internet of Things (IoT). (10 marks)

3. E-commerce presents unique ethical challenges for business owners, necessitating thoughtful navigating of key ethical issues, including the need to ensure fairness, transparency, and ethical business practices. Identify **FIVE (5)** basic ethical concepts in e-commerce that can shape decision-making processes. (10 marks)

4. A web presence is the online presence of an individual, business, or entity on the World Wide Web and is crucial for success in today's digital landscape. Explain **FIVE (5)** goals associated with effective websites. (10 marks)

*** END OF QUESTION PAPER ***