



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BCS3993
COURSE	:	E COMMERCE
SEMESTER/SESSION	:	1-2022/2023
DURATION	:	3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** the questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

E COMMERCE (BCS3993)

QUESTION 1

- a) Describe E-Business. (3 marks)
- b) Differentiate between *Brick and Mortar* and *Click and Mortar* types of e-commerce transactions. (4 marks)
- c) Discuss about Online Direct Marketing and give **ONE (1)** example. (4 marks)
- d) Compare **THREE (3)** benefits of traditional commerce and electronic commerce. (6 marks)

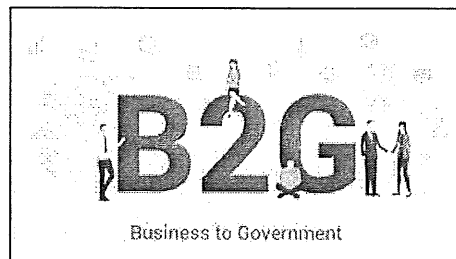


Figure 1

- e) Refer to Figure 1 above:
- i. Describe the e-commerce transaction in Figure 1 above. (3 marks)
- ii. Give **THREE (3)** examples where government involves in the transactions above. (3 marks)

QUESTION 2

- a) Describe **FOUR (4)** components and participants involved in e-marketplaces. (8 marks)

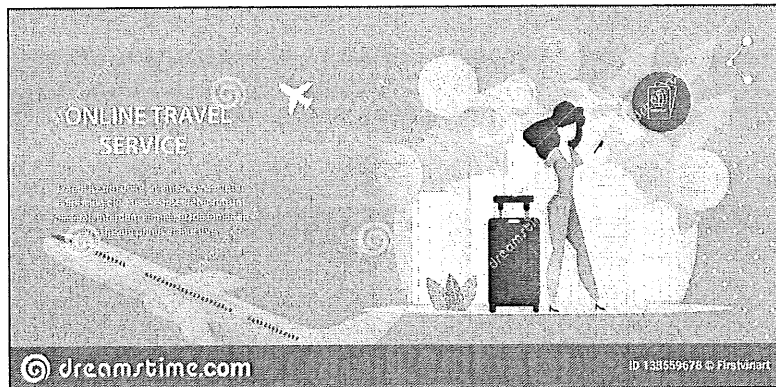


Figure 2

- b) Online Travel and Tourism is one of the most important applications services in recent year. Refer to Figure 2 above to answer the questions below.
- i. Discover **FOUR (4)** services provided by Travel and Tourism services using online. (4 marks)
 - ii. Explain **THREE (3)** benefits of travelers when using those services. (6 marks)
- c) Describe **TWO (2)** disadvantages of Banking and Personal Finance Online. (4 marks)
- d) Illustrate the pop-up and pop-under ads. (4 marks)

QUESTION 3

- a) Describe **TWO (2)** major factors that influence consumer buyer behavior. (4 marks)
- b) Classify **SIX (6)** major advertising methods if you want to advertise on the Web (6 marks)
- c) State **THREE (3)** roles used in decision making. (3 marks)

QUESTION 4

- a) Draw the diagram for Sell-Side Business to Business (B2B) and Buy-Side Business to Business (B2B). (4 marks)
- b) Distinguish between forward and reverse auctions. (4 marks)
- c) Differentiate between direct material and indirect materials in B2B e-commerce. (4 marks)
- d) Discover **FOUR (4)** examples of major technologies used in Collaboration Tools 2.0. (4 marks)
- e) Describe corporate portal and give **ONE (1)** type of corporate portals. (3 marks)

QUESTIONS 5

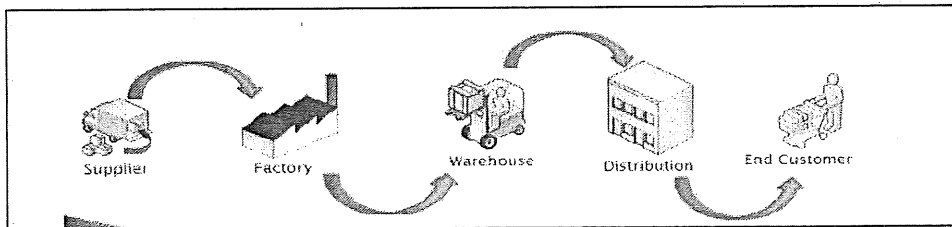


Figure 3

- a) Describe electronic supply chain management in Figure 3. (3 marks)
- b) Differentiate between vertical and horizontal marketplaces. (4 marks)
- c) Give **THREE (3)** examples of RFID used in the real world. (3 marks)
- d) Explain the M-Commerce attributes. (3 marks)
- e) Determine **FOUR (4)** barriers of location based Mobile Commerce (4 marks)

----- End of question -----