



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	DTG 1043
COURSE	:	E COMMERCE
SEMESTER/SESSION	:	2-2022/2023
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 5 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Describe E-Commerce. (3 marks)
- b) Explain the following terms below: (6 marks)
- i. *Pure play*
 - ii. *Brick and Mortar*
 - iii. *Click and Mortar*
- c) Discuss about Online Direct Marketing. (3 marks)
- d) Distinguish **THREE (3)** characteristics of traditional commerce and electronic commerce. (6 marks)

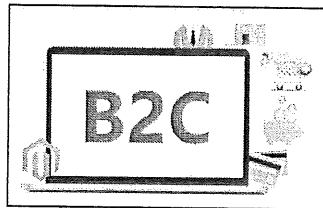


Figure 1

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

QUESTION 2

- a) List **NINE (9)** components and participants involved in e-marketplaces. (9 marks)

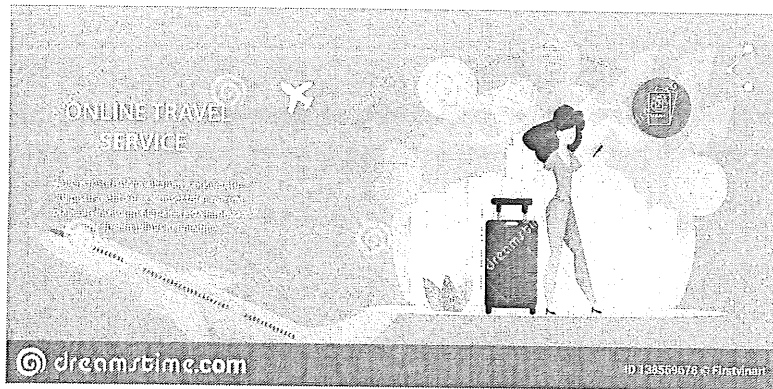


Figure 2

- b) Refer to Figure 2 above, online Travel and Tourism is one of the most important applications services in recent year.
- i. Identify **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) Distinguish the characteristics of pop-up and pop-under ads. (4 marks)

QUESTION 3

- a) Describe about e-trust. (3 marks)
- b) Identify **FOUR (4)** major factors that influence consumer buyer behavior. (4 marks)
- c) List **SIX (6)** major advertising methods used on the Web. (6 marks)
- d) Identify **THREE (3)** roles play 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) Explain about group purchasing. (3 marks)
- d) Differentiate between direct material and indirect materials in B2B e-commerce. (4 marks)
- e) Describe corporate portal and give **FOUR (4)** types of corporate portals. (6 marks)

QUESTIONS 5

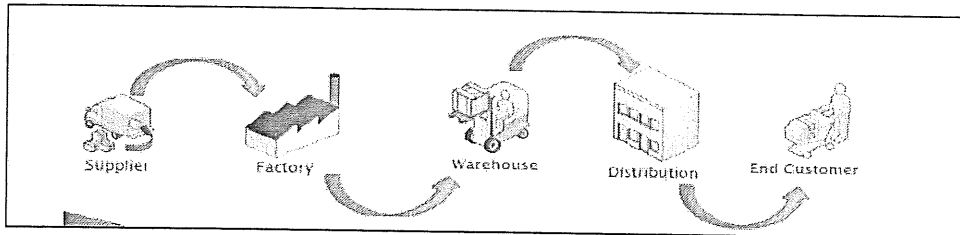


Figure 3

- a) Describe electronic supply chain management in Figure 3. (3 marks)
- b) Define RFID. (2 marks)
- c) Give **THREE (3)** examples of RFID used in the real world. (3 marks)
- d) Identify **FOUR (4)** examples of major technologies used in Collaboration Tools 2.0. (4 marks)

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

