



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	DTG 2643
COURSE	:	ENTREPRENEURIAL INTERNET APPLICATION
SEMESTER/SESSION	:	2-2022/2023
DURATION	:	3 HOURS

Instruction:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the 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 3 PRINTED PAGES INCLUDING COVER PAGE**

ENTREPRENEURIAL INTERNET APPLICATION (DTG 2643)

QUESTION 1

- a) Define Entrepreneur. (2 Marks)
- b) Define Entrepreneurship. (4 Marks)
- c) Explain **FOUR (4)** roles of internet technology and internet services in the business industry. (8 Marks)

QUESTION 2

- a) Describe **FOUR (4)** unique features of e-commerce compared to traditional business. (12 Marks)

Features	E-Commerce	Traditional Business
1.		
2.		
3.		
4.		

- b) List **TWO (2)** importance of having company's business website (2 Marks)

QUESTION 3

- a) Discuss **ONE (1)** suitable internet application for the following cases with proper explanation.
 - i. A talented chef that actively recorded cooking activities would like to expose her talent to the public. (4 Marks)
 - ii. A young and creative graphic designer would like to digitalize his design collection for business purposes. (4 Marks)
 - iii. A talented young photographer would like to digitalize his photo collection for selling purposes. (4 Marks)
 - iv. An event manager would like to promote a prestigious "Merdeka day" event (4 Marks)
 - v. A student is starting a small business while still studying on campus. (4 Marks)
- b) The hashtag #UCTATIdihatiku use for UCTATI marketing purposes. If you were part of the marketing team, explain **THREE (3)** strategies to improve the hashtag's engagement and awareness about UCTATI. (9 Marks)

QUESTION 4

- a) Discuss **THREE (3)** reasons search engine optimization (SEO) is essential for creative content. (6 Marks)
- b) Describe **THREE (3)** characteristics of a good SEO writer. (6 Marks)
- c) Describe **THREE (3)** unethical practices of SEO writer (6 Marks)
- d) Explain **FOUR (4)** reasonable considerations when creating a copywriting (8 marks)
- e) List **THREE (3)** reasons to study customer behaviour when we want to market a product. (3 Marks)

QUESTION 5

Shopee and Lazada are among the most extensive online platforms in Malaysia. Online service providers are a concern and keep improving their cybersecurity.

- a) Describe **FOUR (4)** potential cyber crimes in an online platform. (8 Marks)
- b) Explain **THREE (3)** ways to protect yourself from cyber crime. (6 Marks)

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

