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**FINAL EXAMINATION
SEPTEMBER / OCTOBER SEMESTER 2014**

**BACHELOR OF INFORMATION TECHNOLOGY (HONS) IN
SOFTWARE ENGINEERING
BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN E-
COMMERCE
BACHELOR OF BUSINESS ADMINISTRATION (HONS)**

**INTRODUCTION TO E-COMMERCE
(BTT 110)**

(TIME : 3 HOURS)

MATRIC NO. :

IC. / PASSPORT NO. :

LECTURER : SUHAILA BINTI SARDI

GENERAL INSTRUCTIONS

1. This question booklet consists of 7 printed pages including this page.
2. Answer **ALL** questions in the **ANSWER BOOKLET**

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INSTRUCTIONS:

TIME: 3 HOURS

SECTION A

(50 MARKS)

There are FIVE (5) questions in this section. Answer ALL Questions in the Answer Booklet.

1. Name the e-commerce business model based on the following scenarios:

- a) A government portal providing information about government agency and services that they are providing to the citizens. (2 marks)
- b) An insurance agent promoting the insurance policy to potential clients. (2 marks)
- c) A retailer selling product consumers. (2 marks)
- d) A contractor securing tender for maintaining the highway cleanliness from the government. (2 marks)
- e) A company giving special price for it staff for products or services that they are offering. (2 marks)

2. Name the type of intellectual property category based on the following information:

- a) Signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly, a geographical indication includes the name of the place of origin of the goods. (2 marks)
- b) The ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color. (2 marks)
- c) A sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. It dates back to ancient times when craftsmen used to put their signature or mark on their products. (2 marks)
- d) Books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings. (2 marks)

- e) The right to decide how - or whether - the invention can be used by others. In exchange for this right, the owner makes technical information about the invention publicly available in the published intellectual property document. (2 marks)
3. Define electronic commerce (e-commerce) from the following perspectives.
- a) Communications Perspective (2 marks)
 - b) Business Process Perspective (2 marks)
 - c) Service Perspective (2 marks)
 - d) Online Perspective (2 marks)
 - e) Collaborations Perspective (2 marks)
4. Define the following E-marketplace terms:
- a) Front end (3 marks)
 - b) Back end (3 marks)
 - c) Intermediary (2 marks)
 - d) Strategic systematic sourcing (2 marks)
5. List **FIVE (5)** benefits of electronic commerce to the businesses and explain. (10 marks)

SECTION B

(50 MARKS)

Answer ALL questions in the Answer Booklet.

1. Answer the question based on the following article:

The Importance of Internet Banking

Why is Internet banking so important? Convenience, control and cost savings are the three primary motivators that drive consumer adoption of online banking. In 2007, 30 percent of online bankers reported they joined to save time, according to Javelin Strategy & Research's 2007 Online Banking and Bill Payment Report. *These online bankers want to conveniently access their financial information and conduct activity anytime*, anywhere—particularly younger customers who have grown up expecting immediate access to information and the ability to conduct daily tasks while “on the go.” Fifteen percent of online bankers joined for better control, which comprises improved security, as well as the ability to manage account activity and household budgeting, and to better organize financial records. Cost savings, the third key usage driver, results from avoiding trips to the bank and from replacing paper check remittance with online bill payment.

For financial institutions, Internet banking offers a myriad of direct benefits. Online bankers conduct transactions faster and more easily with 24/7 self-service applications. This not only makes the institution more valuable to customers but also reduces operational costs. For instance, a face-to-face transaction with a teller costs financial institutions considerably more—for labor and paper—than an online transaction. Internet banking further reduces costs by decreasing lobby traffic, customer phone calls and the need to print and mail paper statements.

With a fully integrated Internet Banking Solution, financial institutions can optimize internal systems and processes, provide a comprehensive view of financial activity for users and easily integrate additional capabilities. By reinforcing the online offerings with quality service and support, financial institutions can further improve customer relationships and benefit from an increase in overall profitability.

Sometimes referred to as “green banking,” Internet banking promotes paperless statements and billing. In its 2007 Online Banking and Bill Payment Report, Javelin states that the typical household sent or received an average of 26 bills, statements and checks in 2006, based on U.S. Postal Service data. This totaled close to 700,000 tons of paper. By shifting to paperless banking and bill pay, customers keep paper out of landfills and also cut energy and wood consumption, net greenhouse gas emissions and toxic air pollutants. While nearly every online banking solution offers some functionality to enhance convenience, control and cost savings, there are a number of key features customers seek that many older systems do not offer. Filling those gaps is critical to financial institutions looking to remain competitive.

Source: Is Your Internet Banking Costing You Customers?

A First Data White Paper

http://www.firstdata.com/downloads/thought-leadership/fd_internetbanking_whitepaper.pdf

a) "These online bankers want to conveniently access their financial information and conduct activity anytime." Based on the statement, answer the following questions:

i. State **FIVE (5)** financial information that can be accessed from an online banking (5 marks)

ii. Give **FIVE (5)** example of activities that can be conducted based on the information. (5 marks)

b) Explain how the online banking can benefit the organization on:

i. Reduction of cost. (5 marks)

ii. Saving the world environment by practicing the "green banking". (5 marks)

2. Answer the question based on the Figure 1:

www.lazada.com.my/cart/index/

Customer Service (Mon-Fri: 9 am to 9 pm | Sat-Sun and Public Holidays: 9 am to 6 pm) 03 2614 4168 Hello, Subrata! | Help | Wishlist (0) | Account | Logout

1 YEAR WARRANTY FREE DELIVERY AVAILABLE FREE RETURNS FOR 14 DAYS

Blackberry Curve 9320 - 512MB - Black + Blackberry Curve 9220 - 512MB - Black - Friends & Family Combo added to cart

Shopping cart

Continue Shopping Proceed to Checkout

Item	Price	Estimated Delivery	Quantity	Subtotal
Blackberry Curve 9320 - 512MB - Black + Blackberry Curve 9220 - 512MB - Black - Friends & Family Combo SKU: BLA30EL14CSJARMY-112814	RM 1,289.90 Discount 8%	Within 1-3 working days	1	RM 1,289.90 or 12 x RM 107.49

☐ Move to wishlist
☐ Remove item

Free Returns For 14 Days
 Free Delivery Available*
 Multiple Payment Options

Visa
 Mastercard
 RHB
 CASH

Coupon
 Apply your voucher code here:

Subtotal: RM 1,289.90
 Shipping: Free
 Total: RM 1,289.90

Continue Shopping Proceed to Checkout

Figure 1

a) Explain the shopping cart. (3 marks)

- b) How the shopping card relates with the inventory system? (3 marks)
- c) What are the next steps after you click <Proceed to Checkout>? (4 marks)
- d) Name FIVE (5) participating banks that provide payment service to the customer of this website. (5 marks)
- e) Discuss the difference between payment using online money transfer and payment done using a system as shown in Figure 1. (5 marks)

3. Based on the following figures:

- a) Name each e-commerce business model. (3 marks)
- b) Elaborate each model. (7 marks)

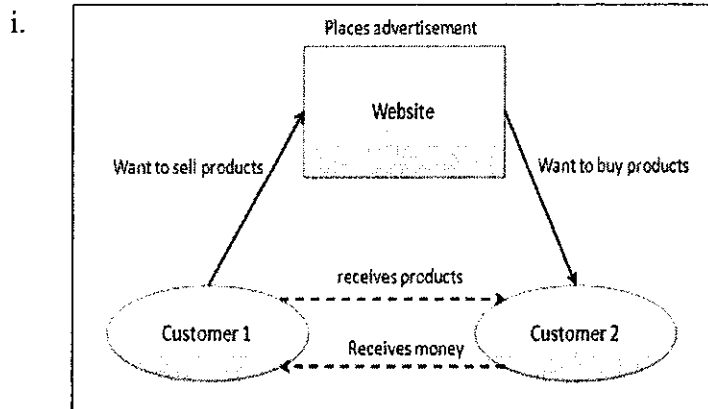


Figure 2

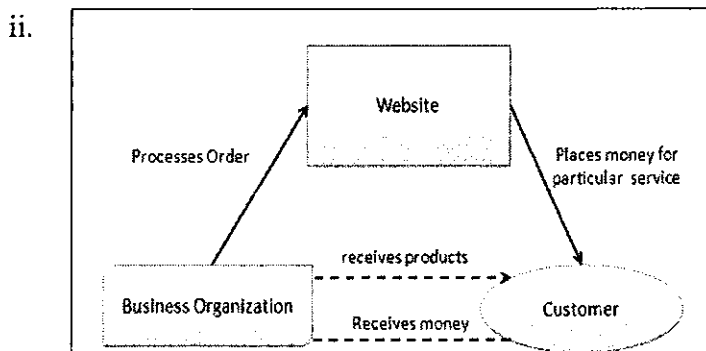


Figure 3

iii.

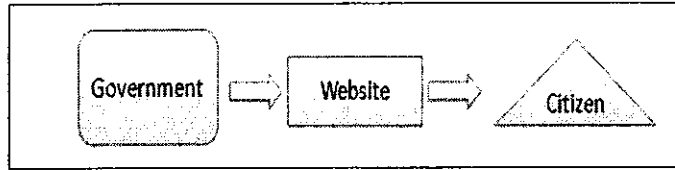


Figure 4

***** END OF QUESTIONS *****