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**FINAL EXAMINATION
MARCH SEMESTER 2015**

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

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

(TIME : 3 HOURS)

MATRIC NO. :

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IC. / PASSPORT NO. :

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LECTURER : **SUHAILA BINTI SARDI**

GENERAL INSTRUCTIONS

1. This question booklet consists of 3 printed pages including this page.
2. Answer **ALL** questions in the **ANSWER BOOKLET**.

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INSTRUCTIONS:

TIME: 3 HOURS

SECTION A

(60 MARKS)

Answer ALL the questions in Section A in the Answer Booklet.

1. Define **FIVE (5)** key service areas of location-based commerce. (10 marks)
2. Discuss **FIVE (5)** benefits of e-commerce to the consumers. (10 Marks)
3.
 - a) What is meant by just-in-time production? (2 marks)
 - b) What benefits does this bring to an organisation? (8 marks)
4. How can the internet and e-commerce contribute to customer service levels? (10 marks)
5. Describe the following portals.
 - a) Voice portal (2 marks)
 - b) Mobile portal (2 marks)
 - c) Corporate portal (2 marks)
 - d) Personal portal (2 marks)
 - e) Horizontal portal (2 marks)
6. Explain the following type of auctions:
 - a) Reverse auction (5 marks)
 - b) Double auction (5 marks)

SECTION B

(40 MARKS)

Answer TWO(2) questions in the Answer Booklet.

1.

a) List and discuss **FOUR (4)** ways how Facebook Group as a platform can facilitate the community to communicate. (10 marks)

b) Support the above answers by giving **FIVE (5)** examples based on your class project (Alumni FCMIT of IUKL). (10 marks)

2. Choose **FOUR (4)** smartphone applications from the following list and describe the features that facilitate the E-Commerce activities. (20 marks)

- a) Mobecommerce
- b) Intuit GoPayment.
- c) Package Tracker Pro.
- d) Shopping Basket
- e) Ecommerce Manager

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