TAKORADI TECHNICAL UNIVERSITY

CANDIDATE'S INDEX NUMBER

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF COMPUTER SCIENCE

END OF SECOND SEMESTER EXAMINATIONS 2022/2023 ACADEMIC YEAR

CLASS & YEAR
HND ICT 3 (REGULAR)

DURATION
2 HOURS

COURSE TITLE	ELECTRONIC COMMERCE	COURSE CODE	ICT 321

SECTION A (50 MARKS)

CIRCLE THE APPROPRIATE ANSWER FROM THE OPTIONS LETTERED A TO D (1 MARK EACH)

1. ....is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
a) Credit card   b) E-Cheques   c) E-cash   d) None of these

2. A(n)...........................is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.
a) Smart Card   b) E-Cheque   c) E-cash   d) none of these

3. Which is the most realistic relationship between these two concepts?
a) E-business is a subset of E-commerce
b) E-commerce is broadly equivalent to E-business
c) E-commerce is a subset of E-business
d) E-commerce has some overlap with E-business

4. A(n) ...... is a private corporate network that uses standard Internet protocols and interfaces.
a) ethernet   b) extranet   c) local area network   d) intranet

5. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
a) direct marketplace b) B2B   c) B2C   d) electronic marketplace

6. Which of the following is part of the main types of e-commerce?
a) B2B   b) B2C   c) C2B   d) A, B, C

7. Which of the following is not a party of SCM?
a) Suppliers   b) Manufacturers   c) Distributors   d) Customers

8. .... ads appear as rectangular graphics near the top of the page.
a) Banner ads   b) Floating ads   c) Interstitials   d) Unicast ads

9. ....is a systems approach to Managing the entire flow of information, materials, and services from raw material suppliers through factories and warehouses to the end customer.
a) CRM   b) SRM   c) EDI   d) SCM

10. ....is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account.

a) Debit Card   b) Electronic purse   c) Credit card   d) Any of these

11. Which of the following refers to creating products tailored to individual customers?
a) customization   b) aggregation   c) Direct materials   d) Personalization

12. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
a) Direct marketplace b) B2B   c) B2C   d) Electronic marketplace

13. Which of the following is a method of transferring money from one person's account to another?
a) electronic cheque   b) credit card   c) e-transfer   d) none of the above

14. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the .... key, while the key used to decrypt data is called the ..... key.
a) encryption, decryption b) private, public   c) encryption, public   d) public, private

15. Secure Socket Layer does which of the following?
a) creates a secure, private connection to a web server   b) encrypts information
c) sends information over the Internet   d) all of the above

16. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?
a) hacking   b) cracking   c) dumpster diving   d) spoofing

17. Which of the following is the primary characteristic of an intranet?
a) People outside the organization can access it   b) People inside the organization can't access it
c) People outside the organization can't access it d) None of the above

18. Which of the following statements accurately reflect the impact of technology?
a) Technology has caused buyer power to increase
b) Technology has lessened the entry barriers for many industries
c) Technology has increased the threat of substitute products and services
d) all of the above

19. Which of the following describes e-commerce?
a) Doing business electronically   b) Doing business
c) Sale of goods   d) All of the above

20. All of the following are techniques B2C e-commerce companies use to attract customers, except:
a) Registering with search engines   b) Viral marketing
c) Online ads   d) Virtual marketing

21. ....encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
a) SSL   b) SET   c) both of these   d) none of these

22. The purpose of ....page is to provide links to other pages.
a) Home page   b) Web page   c) Summary page   d) None of these

23. ....is a form of advertisement on the web that appears between web pages that the user requests.
a) Banner ads   b) Floating ads   c) Interstitials   d) Unicast ads

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24. ....is an unsolicited e-mail sent to every e-mail address that a business can find.
a) Advertorial b) Pop-up ad c) Spam e-mail d) None of these

25. ....is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants.
a) Mobile Commerce b) E-commerce c) Both of these d) None of these

26. SET means ....
a) Standard Electronic Technology b) Standard Electronic Transfer
c) Secure Electronic Transaction d) None of these

27. Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as....................
a) Spoofing b) Snooping c) Sniffing d) None of these

28. ....is the process of making information unintelligible to the unauthorized user.
a) Spoofing b) Snooping c) Sniffing d) Cryptography

29. A.................... provides a way to associate the message with the sender and is the equivalent of an ordinary signature.
a) cyber signature b) Digital signature c) SSL d) None of these

30. ....is a financial institution that establishes an account with a merchant and processes payment card authorization and payments.
a) Customer b) Issuer c) Merchant d) Acquirer

31. Which of the following is a graphic display on a web page used for advertising?
a) portal b) icon c) banner ad d) shopping cart

32. Which of the following is not one of the benefits of e-commerce to sellers?
a) E-commerce offers greater flexibility in meeting customer needs.
b) E-commerce is a powerful tool for customer relationship building
c) E-commerce can help to reduce costs
d) E-commerce increases the net cost per contact

33. Electronic bill payment
a) supports electronic payment for on-line and physical store purchases of goods or services after the purchase has taken place
b) sends money using the web to individuals who are not set up to accept credit card payments.
c) refers to digital currency that can be used for micro-payments
d) provides secure services for credit card payments on the internet

34. Which of the following is likely to have the lowest cost of entry?
a) an e-retailer b) a bricks-and-mortar presence
c) a bricks-and-clicks presence d) a traditional storefront

35. What is an arrangement made between e-commerce sites that direct users from one site to the other?
a) Spam b) Viral marketing c) Affiliate programs d) None of the above

36. Which term represents a count of the number of people who visit one site, click on the ad, and are taken to the site of the advertiser?
a) Affiliate programs b) Click-through c) Spam d) All of the above

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37. What encourages users of a product or service supplied by a B2C company to ask friends to join in as well?
a) Spam b) Viral marketing c) Affiliate programs d) None of the above

38. In the e-commerce security environment, which of the following constitutes the inner-most layer?
a) people b) data c) technology solutions d) organizational policies and procedures

39. All of the following are metrics for e-mail campaigns except....
a) open rate b) delivery rate c) bounce-back rate d) cart conversion rate

40. ....is concerned with the buying and selling of information, products and services over computer communication networks.
a) Commerce b) E-Commerce c) E-Business d) None of these

41. Which among the following products is suitable for E-Commerce?
a) Books b) Vegetables c) All of these d) None of these

42. .... is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
a) E-commerce b) EDI c) Networking d) SCM

43. ....is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means.
a) E-commerce b) SCM c) EDI d) None of these

44. .... e-commerce consists of the sale of products or services from a business to the general public.
a) B2G b) B2E c) B2B d) B2C

45. ....site is created to fraudulently acquire sensitive information such as pass words and credit card details, by masquerading as a trustworthy person or business.
a) Dynamic website b) Static Website c) Phish site d) None of these

46. A ....is an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications.
a) Digital signature b) Digital certificates c) SSL d) None of these

47. Information sent over the Internet commonly uses the set of rules called........................
a) TCP/IP b) FTP c) HTTP d) Gopher

48. Which one of the following is not a principle of e-commerce?
a) privacy b) integrity c) authentication d) none of these

49. A...............portal is a specialized entry point to a specific market place or industry niche.
a) vertical portal b) horizontal portal c) both of these d) none of these

50...................is basically a secure gate between an organization data and internet.
a) Network firewall b) Antivirus c) both of these d) none of these

4

1. Company X is a start-up planning to enter the e-commerce industry with a unique product. They have limited resources and are looking to build an effective e-commerce website on a tight budget.
Discuss the steps and considerations Company X should take when building their e-commerce website. In your discussion, analyse the importance of user experience, security measures, and marketing integration in their website development process and provide recommendations on cost-effective tools and strategies that can help them achieve their goals. (30 marks)

2. a) Explain three different e-commerce business models commonly used in the industry. (6 marks)
b) Provide examples of companies that utilize each model and discuss the advantages and limitations of each model. (14 marks)

3. a) Explain what information security is. (2 marks)
b) Discuss the three major security issues associated with e-commerce and explain three procedures used to protect against these security threats. (18 marks)