

**TAKORADI TECHNICAL UNIVERSITY
FACULTY OF APPLIED SCIENCES
DIPLOMA OF TECHNOLOGY ICT 2**

END OF SECOND SEMESTER EXAMINATION 2020/ 2021

**COURSE TITLE: ELECTRONIC COMMERCE
DURATION: 2½ HOURS**

**COURSE CODE: DIT 220
JULY 2021**

Office of the Dean
Faculty of Applied Sciences
Takoradi Technical University

INSTRUCTION: Answer all questions in the answer booklet provided

SECTION A

Select the correct answer from the options lettered A to D (2 marks each)

1. 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
2. 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
3. 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
4. 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
5. 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
6. 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
7. 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

8. 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
9. 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
10. 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
11. Which among the following products is suitable for E-Commerce?
 a) Books b) Vegetables c) All of these d) None of these
12. 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
13. 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
14. 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
15. 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
16. 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
17. Information sent over the Internet commonly uses the set of rules called.....
 a) TCP/IP b) FTP c) HTTP d) Gopher
18. Which one of the following is not a principle of e-commerce?
 a) privacy b) integrity c) authentication d) none of these
19. 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
20. is basically a secure gate between an organization data and internet.
 a) Network firewall b) Antivirus c) both of these d) none of these

SECTION B (20 marks)

Indicate whether the statements below are True or False

1. B2B e-commerce is done only between firms that are business partners.
2. There are no fundamental differences between the B2B and the B2C types of e-commerce.
3. All electronic commerce is based on the Internet and Web technologies.
4. The words business and e-business are synonymous.
5. Cybercrime is a major threat to all the countries worldwide.
6. Internet economy will bring a revolutionary change in the field of business worldwide.
7. There is no risk of bad debt for traders in case of selling by credit card.
8. Inter-net is required for the E-Payment.
9. JIT means Just in Time Delivery in B2B.
10. When business transaction is carried out via Internet between two buyers, it is known as B2B.

SECTION C (40 marks)

Answer two (2) questions only. All questions carry equal marks

1. In the competitive world of the Web, growing your business and increasing your profits online requires some careful planning so to take full advantage of the commerce opportunity, your Web business must be based on a solid foundation that covers every element of ecommerce. State and explain the recommended guidelines for developing an ecommerce website.
2. The invention of faster internet connectivity and powerful online tools has resulted in a new commerce arena. Ecommerce offers many advantages to companies and customers but it also causes many problems.
 - i. State five (5) advantages and five (5) disadvantages each of e-commerce
 - ii. Differentiate between e-commerce and e-business
3. E- Commerce is an area which is used in various fields of business. State and explain five (5) e-commerce applications.