



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BCS3993
COURSE	:	E COMMERCE
SEMESTER/SESSION	:	2-2024/2025
DURATION	:	3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** the questions.
2. All answers should be written in 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 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Describe Social E-Commerce (EC). (2 marks)
- b) Differentiate between *Pure Play Online* and *Click and Mortar* types of e-commerce transactions. (4 marks)
- c) Discuss about viral marketing and give **ONE (1)** example. (3 marks)
- d) Describe **FOUR (4)** benefits of traditional commerce and electronic commerce. (8 marks)

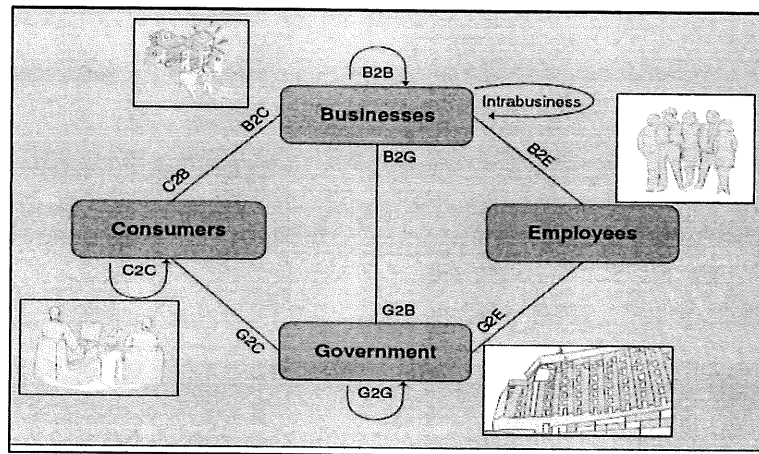


Figure 1: Category of Transaction in EC

- e) Refer to Figure 1 above:
 - i. Describe the B2C e-commerce transaction with **ONE (1)** example. (3 marks)
 - ii. Give **THREE (3)** examples C2C e-commerce transaction. (3 marks)

QUESTION 2

- a) List **SEVEN (7)** components and participants involved in e-marketplaces. (7 marks)

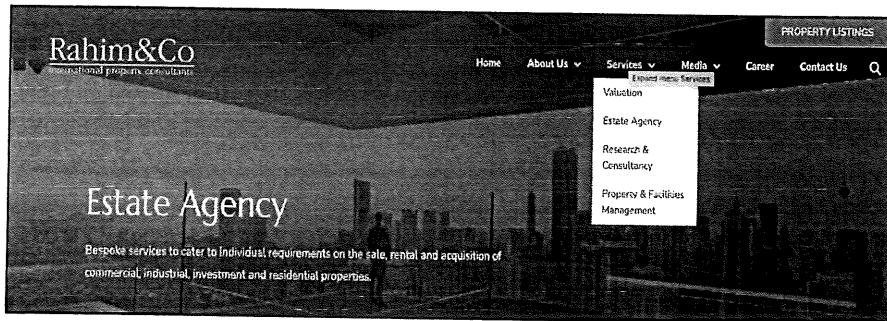


Figure 2: Real Estate Agency

- b) Online Real Estate Agency is one of the most important applications services in recent year. Refer to Figure 2 for answering the questions below:
- Describe **THREE (3)** services provided by Estate and Agency services using online. (6 marks)
 - Explain **THREE (3)** benefits of consumer when using those services. (6 marks)
- c) Name **THREE (3)** examples of Job Market Online applications. (3 marks)

QUESTION 3

- Describe **THREE (3)** major factors will be influenced consumer buyer behavior. (6 marks)
- Differentiate the function of Banner Swapping and Banner Exchange. (4 marks)
- There are various online advertising strategies and types of promotions. Identify **THREE (3)** strategies growth in web advertising. (3 marks)
- State **THREE (3)** ethical issues relate to online advertising. (3 marks)

E COMMERCE (BCS3993)

QUESTION 4

- a) Alibaba.com is the global leader in B2B EC and the flagship company of Alibaba Group. It makes it easy for millions of buyers and suppliers around the world to do business online.
- Describe about that corporate portal. (3 marks)
 - Identify that company's information is horizontal or vertical portals. (1 mark)
- b) Illustrate the diagram of Sell-Side and Buy-Side in B2B EC. (4 marks)
- c) Distinguish the bidding process using Forward and Reverse auctions between seller and buyer. (4 marks)
- d) Give **FIVE (5)** examples of major technologies used in Collaboration Tools 2.0. (5 marks)

QUESTIONS 5

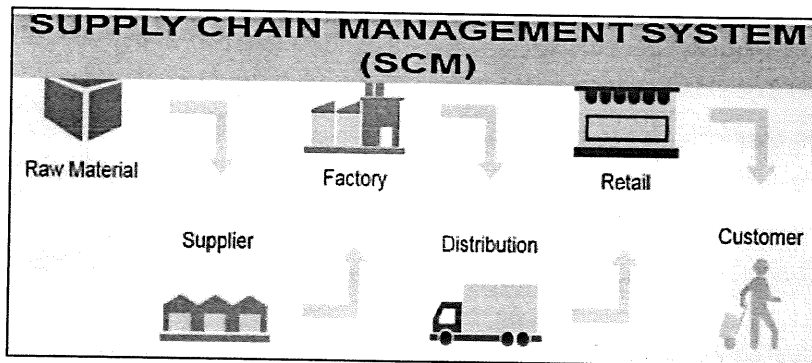


Figure 3: SCM

- a) Discuss details about the process and steps of E-SCM in Figure 3. (5 marks)
- b) Explain **THREE (3)** common challenges faced within the supply chain. (6 marks)
- c) Give **THREE (3)** examples of how RFID apply in the real-world application. (3 marks)
- d) Describe **FOUR (4)** strategic planning process for implementation of e-commerce. (8 marks)

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