|  |  |  |
| --- | --- | --- |
| AeU New Logo (1) | | |
|  | | |
| **ASSIGNMENT**    **JANUARY 2022 SEMESTER** | | |
|  | | |
|  | | |
| **SUBJECT CODE** | **:** | **CEC200** |
| **SUBJECT TITLE** | **:** | **E-COMMERCE** |
| **LEVEL** | **:** | **BACHELOR** |

|  |  |  |
| --- | --- | --- |
| **STUDENT’S NAME** | **:** | **PUTRI YASMINA RAHMA Z** |
| **MATRIC NO.** | **:** | **C30109190085** |
| **PROGRAMME** | **:** | **BICT (HONS)** |
| **ACADEMIC FACILITATOR** | **:** | **RIZKY NARYA** |
| **LEARNING CENTRE** | **:** | **CBN, INDONESIA** |

**INSTRUCTIONS TO STUDENTS**

1. This assignment consists of **FOUR (4)** questions**.** Answer **ALL** questions.
2. Plagiarism in all forms is forbidden. Students who submit plagiarised assignment will be penalised.
3. Your assignment will be examined based on the followings

* a complete working solution.
* ability of using methods available in the learning materials.

1. This assignment carries a **60%** weightage toward final grade.

|  |
| --- |
| **THERE ARE TWO [2]** **OF , INCLUDING THIS PAGE.** |

**INSTRUCTION. Answer ALL questions. [Total : 60 Marks]**

**Question 1**

Discuss the e-business platforms that are also essential parts of E-Business architecture.

**[15 Marks]**

**Question 2**

Choose **TWO (2)** airline companies, go to their websites. Compare and contrast the two airline online services.

**[15 Marks]**

**Question 3**

a) In your opinion, why do companies now prefer the Business2Business (B2B) direct selling

marketplace.

[5 Marks]

b) Choose **ONE (1)** direct selling company. Discuss its operation from customer ordering to customer delivery. [10 Marks]

**[Total : 15 Marks]**

**Question 4**

You are to find **ONE (1)** example of a blog and a normal website on the Internet. In your own words, compare and contrast the two.

**[15 Marks]**

**END OF ASSIGNMENT QUESTIONS**

**ANSWER**

* 1. E-business or electronic business means that the business is not done in traditional way/face-to-face transaction where customer need to go to marketplaces or outlets to carry out trading activities. Instead, everything is held online through the internet. It makes internet is an essential part of the e-business architecture.
  2. The comparison between Air Asia and Lion Air.

|  |  |  |
| --- | --- | --- |
|  | **Air Asia** | **Lion Air** |
| **Promotion** | providing many promotions and easiness for flight and non-flight related | mainly focused on flight price and destination promo |
| **User Control** | the selected menu will be open in a new tab | the selected menu will be open in the same tab |
| **Access** | login/sign up option provided to save promo and ticket booking | no login/sign up option provided |
| **UI/UX** | flexible, minimalist with limited colour palette | block, rigid UI with more colour choices |
| **Visibility** | only show minimal resume of customer schedule when booking ticket | show more detail schedule of customer order when booking ticket |

1. **A.** Companies prefer the Business2Business (B2B) selling market rather than individual ones because the reliability, practicality, and security advantages that the both companies from mutual agreement. In short, it will profitable for both parties.

**B.** Young Living

First, customer make a personal account in Young Living website, then the company will send starter kit to customer’s home. Each time customer ordering an oil, they will gain points for trade with a free oil when reach enough number of points. The order will be delivered in 1-2 days, depending on the availability of stock.

1. The comparison between a blog and normal website.

|  |  |  |
| --- | --- | --- |
|  | **Website** | **Blog** |
| **Content** | neatly arranged navigation and user interface with clear explanation of the content | usually used UI template from the blog site and the content is more variable |
| **Ads** | ads-free | Containing some ads |
| **Address/Domain** | using official/verified domain | Using free domain, usually followed with the blogsite domain |