



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : DTG 1043
COURSE : E-COMMERCE
SEMESTER/SESSION : 1 – 2023/2024
DURATION : 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** 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 3 PRINTED PAGES INCLUDING COVER PAGE

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QUESTION 1

- a) Define E-Commerce. (2 marks)
 - b) Describe **FOUR (4)** types of E-Commerce. (8 marks)
 - c) Explain **THREE (3)** advantages of E-Commerce. (6 marks)
 - d) Discover **TWO (2)** differences between E-commerce and E-business. (4 marks)
 - e) Classify **TWO (2)** differences between B2B and B2C. (4 marks)
 - f) Give your opinion, can all business types create an ecommerce website? (2 marks)
 - g) C2C e-commerce refers to the sale of a good or service to another consumer. (3 marks)
- Identify **THREE (3)** an examples of C2C.

QUESTION 2

- a) List **SIX (6)** E-Marketplace components. (6 marks)
- b) Distinguish between front end and back end. (4 marks)
- c) Classify **FOUR (4)** types of stores and malls. (4 marks)
- d) E-Marketplace is an online market in B2B platform, in which buyers and sellers exchange goods or services. Explain **FOUR (4)** types of E-Marketplaces. (8 marks)
- e) Define reintermediation in E-Commerce. (2 marks)
- f) Give **FIVE (5)** advantages of online catalogs. (5 marks)

QUESTION 3

- a) Find the differences between virtual (pure-play) and click-and-mortar retailers. (2 marks)
- b) Retailing is the process of selling products or services to consumers for their non- business use. State **FIVE (5)** characteristics of successful E-tailing. (5 marks)
- c) There are four elements of E-retailing. List down **FOUR (4)** their elements. (4 marks)
- d) Discover **FOUR (4)** characteristics of a retailer. (8 marks)

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- e) Distinguish between e- retailing and traditional retailing. (4 marks)
- f) Explain **THREE (3)** benefits of e- retailing to a buyer. (6 marks)

QUESTION 4

a) Hazim is one of the directors in a big company in Kuala Lumpur. He was developing a website for selling their product via online. You as IT Development assign to advertise their product using website that has been created. Based on the scenario above, answer the questions below:

- i. Explain **TWO (2)** advantages of buying online. (2 marks)
- ii. List **TWO (2)** disadvantages of buying online products. (2 marks)

QUESTION 5

a) E- Supply Chain Management (e- SCM) is flow of material, information, money, and services from raw material suppliers through factories and warehouse, to end customer. E- SCM with collaborative use of technology to improve the operations of supply chain activities as well as the management of supply chains.

- i. Illustrate flow of E-supply chain management in factory. (5 marks)
- ii. Explain **FOUR (4)** reasons why E-supply chain management use technology in factory. (4 marks)

-----END OF QUESTIONS-----

