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**UTHM**  
Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2021/2022**

COURSE NAME : CYBER ENTREPRENEURSHIP  
COURSE CODE : BIT 10503  
PROGRAMME CODE : BIT  
EXAMINATION DATE : JANUARY/FEBRUARY 2022  
DURATION : 3 HOURS  
INSTRUCTION : 1. ANSWERS ALL QUESTIONS.  
2. FINAL EXAMINATION IS CONDUCTED ONLINE AND CLOSE BOOK.

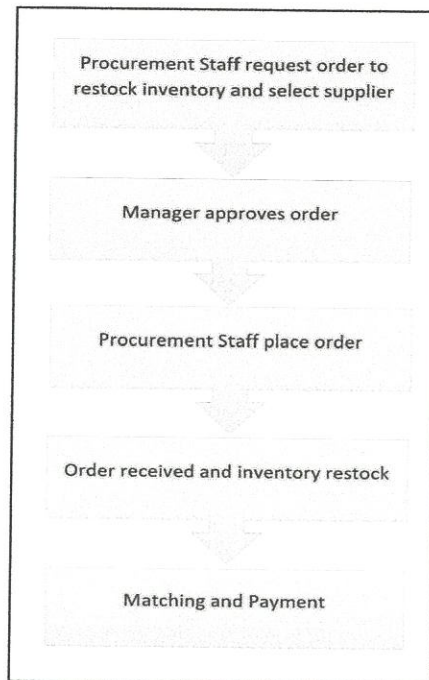
THIS QUESTION PAPER CONSISTS OF **THREE (3) PAGES**

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- Q1** (a) Distinguish between buy-side and sell-side e-commerce and give an example of the application of each. (4 marks)
- (b) Distinguish between digital presence and social presence in business perspective. (6 marks)
- Q2** (a) Explain the concepts of disintermediation and reintermediation with reference to a particular industry. (6 marks)
- (b) Differentiate between business model and business plan and its relation. (4 marks)
- Q3** (a) Describe **THREE (3)** different revenue models for a portal such as Google. (6 marks)
- (b) Describe **TWO (2)** factors a digital business owner can consider in maximizing their site revenue. (4 marks)
- Q4** (a) Give **TWO (2)** reasons why most digital business prefer to choose a mobile site over mobile app for their business visibility. (4 marks)
- (b) Discuss the statement given in **Figure Q4**.
- Digital businesses should choose technological solutions based on open-source technology rather than build their own customized systems or rely on exclusive technology that they create for themselves.
- Figure Q4**
- (6 marks)
- Q5** (a) Give **TWO (2)** examples of how websites can use techniques to protect the users' privacy. (4 marks)

- (b) Explain with example the significance of the diffusion–adoption concept as an analytical tools for adoption of new technologies based on perspective of:
  - (i) Consumers purchasing technological innovations. (3 marks)
  - (ii) Businesses deploying technological innovations. (3 marks)
  
- Q6** Explain the key characteristics of a digital business strategy model. (10 marks)
  
- Q7** Summarize new opportunities by examples to vary the marketing mix that arise through deploying the Internet. (10 marks)
  
- Q8** Based on **Figure Q8**, explain how information technologies can be employed for different stage in a purchaser–supplier relationship.



**Figure Q8**

(10 marks)

**- END OF QUESTIONS -**