



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

PEPERIKSAAN AKHIR SEMESTER I SESI 2010/2011

NAMA KURSUS : **PEMBANGUNAN APLIKASI E-DAGANG**

KOD KURSUS : **DIT 3254**

PROGRAM : **3 DIT**

TARIKH PEPERIKSAAN : **NOVEMBER/DISEMBER 2010**

JANGKA MASA : **3 JAM**

ARAHAN : **JAWAB SEMUA SOALAN**

KERTAS SOALAN INI MENGANDUNGI TUJUH (7) MUKA SURAT

- Q1** (a) Define an *e-commerce* business model. (5 marks)
- (b) Explain why it is difficult to categorize *e-commerce* business models. (5 marks)
- (c) Discuss **FIVE (5)** main types of *e-commerce*. (10 marks)
- Q2** (a) (i) Identify **FIVE (5)** major players in an industry foreign exchange (FOREX). (5 marks)
- (ii) How are they impacted by *e-commerce* technology? (5 marks)
- (b) List **FOUR (4)** generic business strategies for achieving a profitable business? (10 marks)
- Q3** (a) Define an Online banking (or Internet banking)? (5 marks)
- (b) Explain why were so many traders drawn to start businesses in the online foreign exchange (FOREX) sector. (5 marks)
- (c) Discuss how to transfer fund between your MayBank accounts via MayBank Internet Banking to InstaForex Company. (10 marks)

- Q4** (a) Produce major stages in the development of foreign exchange (FOREX) C2B commerce chart as given in Figure Q4 with details below :

Price Trend : 5 EMA and 8 MA
Market Trend : 21 EMA and 55 MA
Overall Trend : 200 EMA

(10 marks)

- (b) Based on Figure Q4 show where is a good place to

- (i) Enter in a short SELL trade
- (ii) Enter in a long BUY trade
- (iii) Exit your short SELL position
- (iv) Exit your long BUY position

(10 marks)

FINAL EXAMINATION

SEMESTER/SESSION : SEMESTER 1/2010/2011

COURSE : 3 DIT

NAME OF COURSE : E-COMMERCE APPLICATION DEVELOPMENT

COURSE CODE : DIT3254

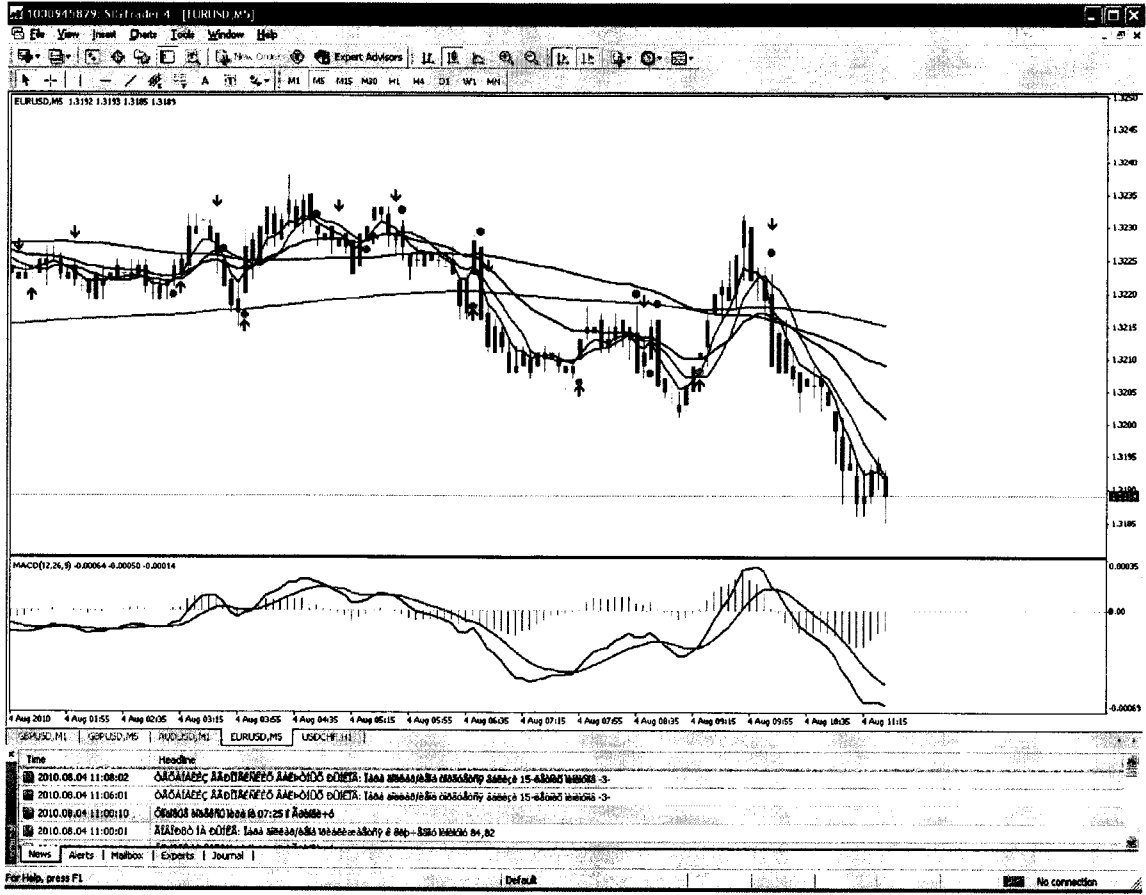


Figure Q4

- S1** (a) Takrifkan model bisnes *e*-dagang. (5 markah)
- (b) Terangkan mengapa sukar mengkategorikan model-model bisnes *e*-dagang. (5 markah)
- (c) Bincangkan **LIMA (5)** jenis *e*-dagang. (10 markah)
-
- S2** (a) (i) Kenalpasti **LIMA (5)** pemain utama dalam industri tukaran mata wang (5 markah)
- (ii) Bagaimana mereka telah menerima impak dari teknologi *e*-dagang? (5 markah)
- (b) Senaraikan **EMPAT (4)** strategi bisnes generik untuk mencapai bisnes yang boleh memberikan keuntungan. (10 markah)
-
- S3** (a) Takrifkan Perbankan dalam talian (atau Perbankan Internet)? (5 markah)
- (b) Terangkan mengapakah ramai pedagang FOREX satu ketika dahulu tidak menggunakan Internet dalam urusan BELIAN-JUALAN mata wang. (5 markah)
- (c) Bincangkan bagaimana untuk memindahkan wang dari akaun MayBank anda melalui perbankan Internet Maybank ke Syarikat InstaForex. (10 markah)

- S4** (a) Hasilkan langkah-langkah utama untuk membangunkan carta dagang C2B tukaran mata wang seperti yang ditunjukkan dalam rajah S4 dengan butir-butir di bawah ini:

Arah Pergerakan Harga : 5 EMA and 8 MA

Arah Pergerakan Pasaran : 21 EMA and 55 MA

Arah Pergerakan Keseluruhan : 200 EMA

(10 markah)

- (b) Berdasarkan rajah S4 tunjukkan di mana tempat terbaik untuk

- (i) membuat dagangan JUALAN pendek
- (ii) membuat dagangan BELIAN panjang
- (iii) menutup posisi JUALAN pendek
- (v) menutup posisi BELIAN panjang

(10 markah)

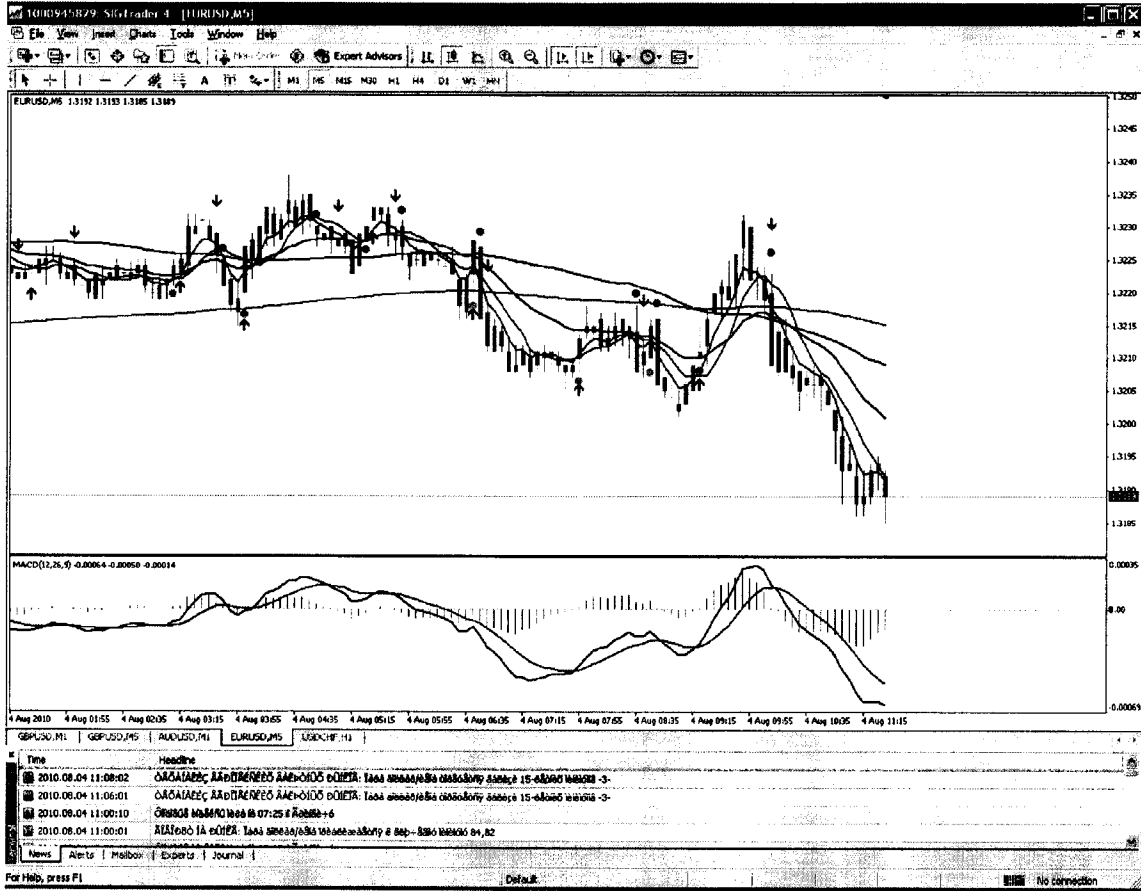
PEPERIKSAAN AKHIR

SEMESTER/SESI : SEMESTER I/2010/2011

KURSUS : 3 DIT

NAMA KURSUS : PEMBANGUNAN APLIKASI E-DAGANG

KOD KURSUS : DIT3254



Rajah S4



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

PEPERIKSAAN AKHIR SEMESTER I SESI 2010/2011

NAMA KURSUS : PEMBANGUNAN APLIKASI E-DAGANG
KOD KURSUS : DIT 3254
PROGRAM : 3 DIT
TARIKH PEPERIKSAAN : NOVEMBER/DISEMBER 2010
JANGKA MASA : 3 JAM
ARAHAN : JAWAB SEMUA SOALAN

KERTAS SOALAN INI MENGANDUNGI TUJUH (7) MUKA SURAT

FINAL EXAMINATION

SEMESTER/SESSION : SEMESTER I/2010/2011

COURSE : 3 DIT

NAME OF COURSE : E-COMMERCE APPLICATION DEVELOPMENT

COURSE CODE : DIT3254

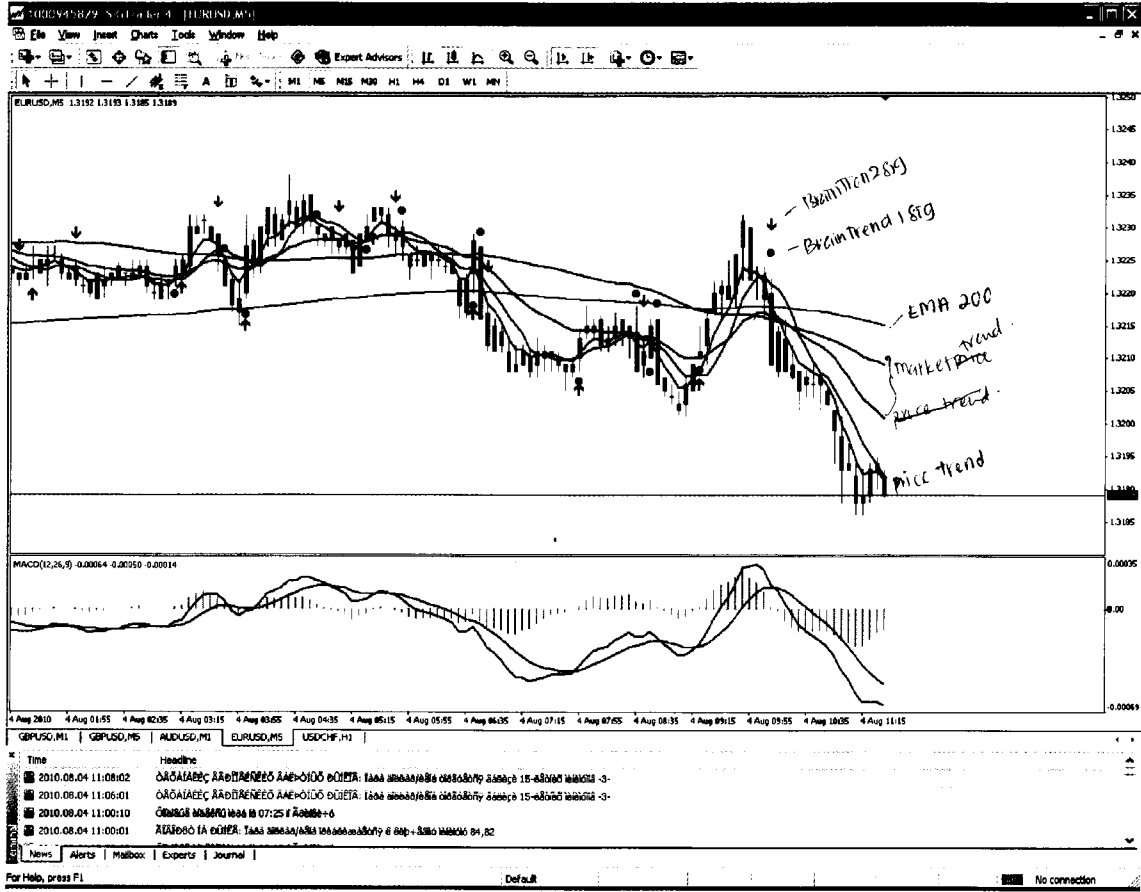


Figure Q4

Price trend = 5 EMA of 8 MA
Market Trend = 2 EMA of 5 MA
Overall = 200 EMA

Value Proposition
Revenue Model
Market Strategy
Management Team
Market Advantage

- Q1 (a) Define an e-commerce business model. (5 marks)
- (b) Explain why it is difficult to categorize e-commerce business models. (5 marks)
- (c) Discuss FIVE (5) main types of e-commerce. (10 marks)

- Q2 (a) (i) Identify FIVE (5) major players in an industry foreign exchange (FOREX). (5 marks)
- (ii) How are they impacted by e-commerce technology? (5 marks)
- (b) List FOUR (4) generic business strategies for achieving a profitable business? (10 marks)

- Q3 (a) Define an Online banking (or Internet banking)? (5 marks)
- (b) Explain why were so many traders drawn to start businesses in the online foreign exchange (FOREX) sector. (5 marks)
- (c) Discuss how to transfer fund between your MayBank accounts via MayBank Internet Banking to InstaForex Company. (10 marks)

Q4 (a) Produce major stages in the development of foreign exchange (FOREX) C2B commerce chart as given in Figure Q4 with details below :

Price Trend : 5 EMA and 8 MA
Market Trend : 21 EMA and 55 MA
Overall Trend : 200 EMA

(10 marks)

(b) Based on Figure Q4 show where is a good place to

- (i) Enter in a short SELL trade
- (ii) Enter in a long BUY trade
- (iii) Exit your short SELL position
- (iv) Exit your long BUY position

(10 marks)

FINAL EXAMINATION

SEMESTER/SESSION : SEMESTER I/2010/2011

COURSE : 3 DIT

NAME OF COURSE : E-COMMERCE APPLICATION DEVELOPMENT

COURSE CODE : DIT3254

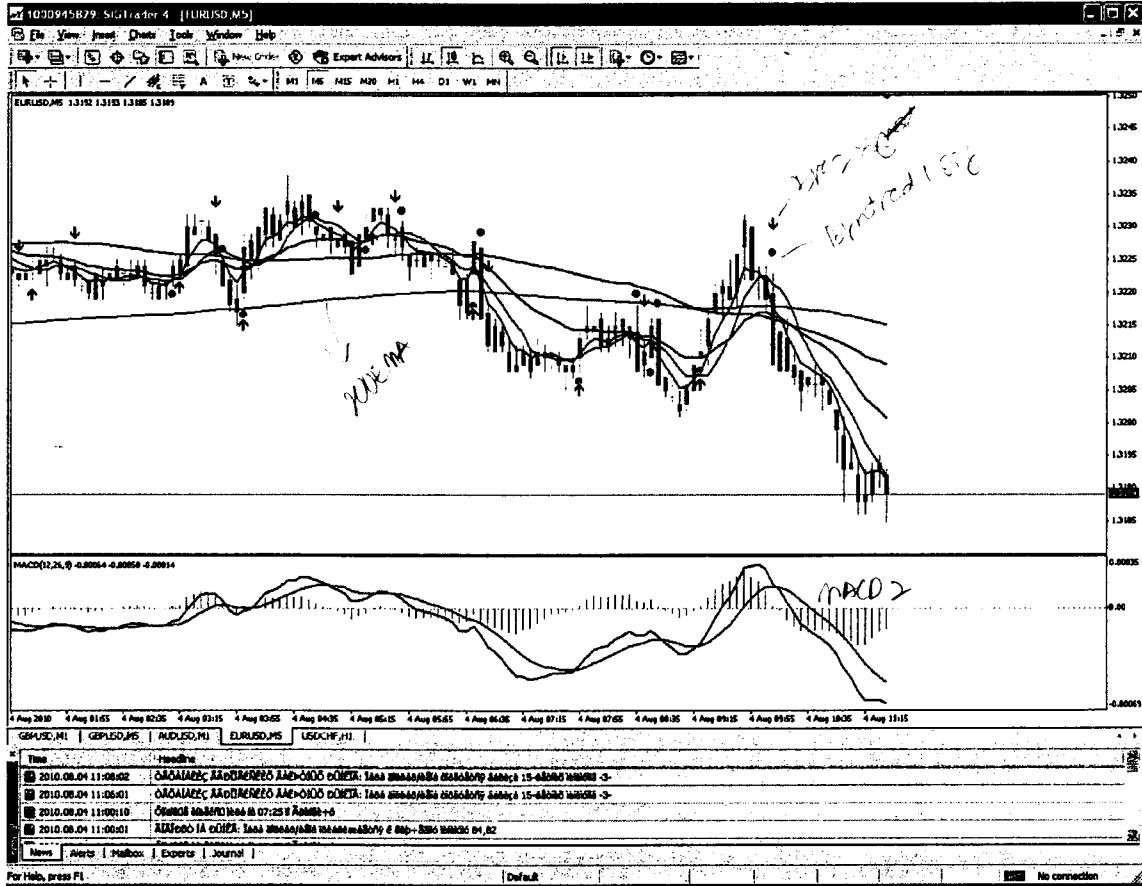


Figure Q4

Price trend = 5EMA & 8MA
 Market trend = 21EMA & 55MA
 Overall trend = 200EMA

S1 (a) Takrifkan model bisnes e-dagang.

makna

B2B — e-distributor
— e-procurement
exchange
B2C — Portal
— Tailor
— Content
— Provider
— Transact 2.0
— Product

(5 markah)

(b) Terangkan mengapa sukar mengkategorikan model-model bisnes e-dagang.

(5 markah)

(c) Bincangkan LIMA (5) jenis e-dagang.

value proposition
revenue model
market strategi
mengetahui
market advantage
opportunity
market
corporation
bank
investment
global

(10 markah)

S2 (a) (i) Kenalpasti LIMA (5) pemain utama dalam industri tukaran mata wang

(5 markah)

(ii) Bagaimana mereka telah menerima impak dari teknologi e-dagang?

(5 markah)

(b) Senaraikan EMPAT (4) strategi bisnes generik untuk mencapai bisnes yang boleh memberikan keuntungan.

(10 markah)

S3 (a) Takrifkan Perbankan dalam talian (atau Perbankan Internet)?

(5 markah)

(b) Terangkan mengapakah ramai pedagang FOREX satu ketika dahulu tidak menggunakan Internet dalam urusan BELIAN-JUALAN mata wang.

(5 markah)

tidak Internet
Banking
tidak
caharian
tidak
pembayaran

(c) Bincangkan bagaimana untuk memindahkan wang dari akaun MayBank anda melalui perbankan Internet Maybank ke Syarikat InstaForex.

(10 markah)

✓

- S4** (a) Hasilkan langkah-langkah utama untuk membangunkan carta dagang C2B tukaran mata wang seperti yang ditunjukkan dalam rajah S4 dengan butir-butir di bawah ini:

Arah Pergerakan Harga : 5 EMA and 8 MA
Arah Pergerakan Pasaran : 21 EMA and 55 MA
Arah Pergerakan Keseluruhan : 200 EMA

(10 markah)

- (b) Berdasarkan rajah S4 tunjukkan di mana tempat terbaik untuk

- (i) membuat dagangan JUALAN pendek
- (ii) membuat dagangan BELIAN panjang
- (iii) menutup posisi JUALAN pendek
- (v) menutup posisi BELIAN panjang

(10 markah)

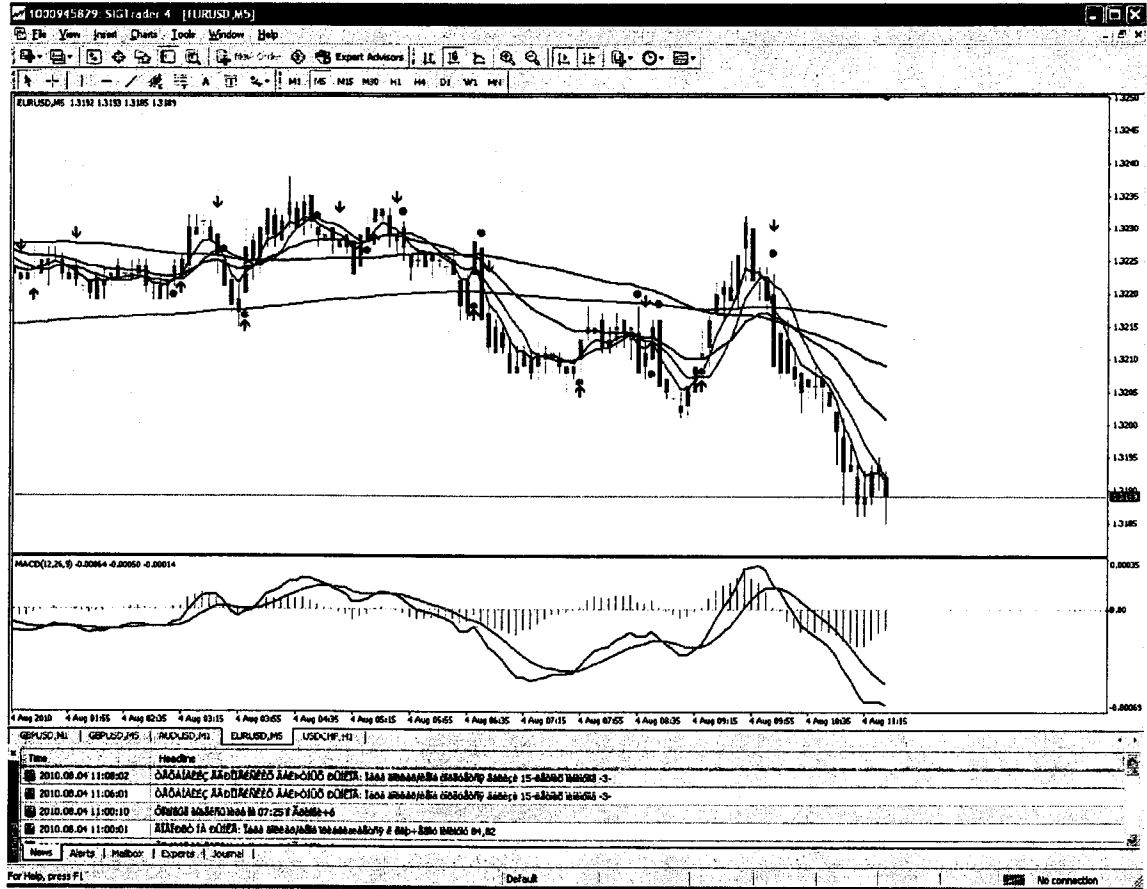
PEPERIKSAAN AKHIR

SEMESTER/SESI : SEMESTER I/2010/2011

KURSUS : 3 DIT

NAMA KURSUS : PEMBANGUNAN APLIKASI E-DAGANG

KOD KURSUS : DIT3254



Rajah S4