



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2010/2011**

SUBJECT NAME : E-COMMERCE

SUBJECT CODE : BPB 3143

COURSE : 3 BPB

EXAMINATION DATE : NOVEMBER/DISEMBER 2010

DURATION : 2 HOURS 30 MINUTES

INSTRUCTIONS : **PART A**
ANSWER ALL QUESTIONS

PART B
ANSWER **ONE (1)** QUESTION OUT
OF TWO (2) QUESTIONS

THIS QUESTION PAPER CONSISTS OF 3 PAGES

PART A (20 marks)

- Q1 (a) E-commerce is a business system that use information technology network to bring the customer, sellers and intermediation in one safety electronic environment.
- (i) List **TWO (2)** limitations in the growth of e-commerce and give an example of each. (4 marks)
- (ii) Explain **TWO (2)** main components of e-commerce business models. (3 marks)
- Q2 (a) In electronic marketplace (e-marketplace) there are network support infrastructure, technology framework and business infrastructure application to support various functions and service in e-commerce.
- Explain **TWO (2)** major components in e-marketplace. (3 marks)
- (b) Explain the process of disintermediation and reintermediation using appropriate diagrams. (4 marks)
- Q3 (a) Supply chain management is Intra-Enterprise systems that cross functional using information technology to support and manage the relationship between main business company and supplier, customer and business partners.
- Explain **TWO (2)** activities involved in e-supply chain. (4 marks)
- (b) Differentiate between Secure Sockets Layer (SSL) protocol and Secure Electronic Transaction (SET) protocol. (2 marks)

PART B (20 marks)

Q1 UTHM Alumni decided to introduce an e-UTHMbiz to promote its products in the virtual market. Their main target markets are all existing and ex-UTHM. Products like t-shirts, caps, bags, umbrella, stickers and stationery products will be purchase through the website. You are appointed as the team leader to build the e-commerce website for the association.

(a) Explain **THREE (3)** factors that influenced in building the website.
(6 marks)

(b) Discuss the security threats in e-commerce and how to prevent it.
(14 marks)

Q2 The implementation of e-government in public sector is believed to enhance the quality of public service perfectly and impressively. Thus, e-government is expected as a first step to strengthen the development of civil society through information communication technology (ICT). From the survey by UN EGovernment Survey 2008, Malaysia was listed at rank 34th from 189 countries that apply e-government, while Brown University's Global E-Government Ranking placed Malaysia at rank 25th from 189 countries, competed 5 advance country like Europe, Japan, France, Sweden, and Norway. Now Malaysia is an example to the countries like Saudi, UAE, Syrian and Iran for e-commerce applications.

(a) Explain **THREE (3)** types of e-government service in Malaysia.
(6 marks)

(b) Discuss the steps needed to increase the use of e-government service by Malaysian society.
(14 marks)

END OF QUESTION PAPER