



STAMFORD COLLEGE

SCHOOL OF BUSINESS AND MARKETING

FOUNDATION STUDIES IN BUSINESS

(SEMESTER 3)

FSBN 113 : INTRODUCTION TO E-COMMERCE

Date : 21 May 2007 (Monday)

Time : 9.30AM – 11.30AM

Duration : 2 Hours

Instructions to Candidates

Answer all FOUR questions.

Please ensure that this examination paper contains FOUR questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Answer **ALL** questions. The marks allocated for each of the questions are shown in brackets.

Question 1

- (a) Explain the relationship between the concepts of E-commerce and E-business.
(15 marks)
- (b) Distinguish between “Buy-Side” and “Sell-Side” E-commerce and give an example of the application of each.
(10 marks)
- (Total =25 marks)

Question 2

- (a) Describe TWO alternatives approaches for using E-business to change a company’s value chain.
(10 marks)
- (b) What actions should an E-commerce manger take to ensure compliance with ethical and legal standards of their site?
(10 marks)
- (c) What are the different mechanisms of online-auctions?
(5 marks)
- (Total =25 marks)

Question 3

- (a) You have been tasked with arranging Internet access for other employees in your company. Summarise the hardware and software needed.

(10 marks)

- (b) Explain the differences between Intranet, Extranet and the Internet from an E-business perspective.

(7 marks)

- (c) Explain the concept of a Virtual Community. What are the benefits to the organisation that hosts it?

(8 marks)

(Total =25 marks)

Question 4

Explain the significance of the diffusion adoption concept to the adoption of new technologies to:

- a) Consumer purchasing technological innovations.

(12.5 marks)

- b) Businesses deploying technological innovations.

(12.5 marks)

(Total = 25 marks)

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