



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA

ASSOCIATE OF SCIENCE EXAMINATION

SEMESTER II – 2016 MAY

PROGRAMMES: INFORMATION TECHNOLOGY

COURSE NAME: E – BUSINESS TECHNOLOGY
CODE: (IEBT2001)

YEAR GROUP: TWO

DATE: MONDAY, 2016 MAY 2

TIME: 1:00 P.M. – 4:00 P.M.

DURATION: 3 HOURS

EXAMINATION TYPE: FINAL

This Examination paper has 4 pages.

INSTRUCTIONS:

SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

Question 1

- A. Define what the Viral Marketing Model. *(2 marks)*
- B. List **FOUR (4)** major revenue models and explain their uses. *(8 marks)*
- C. Based on the distribution channel used, explain **THREE (3)** categories of e-tailing business models. For each category, provide an example. *(9 marks)*
- D. Explain the term 'intelligent agents' and state the **THREE (3)** main types. *(6 marks)*

(Total 25 marks)

Question 2

- A. Identify **FIVE (5)** major advantages of e-tailing to sellers. *(5 marks)*
- B. Describe **TWO (2)** objectives of market research. *(4 marks)*
- C. Define advergaming. Briefly identify three categories of advergaming. *(5 marks)*
- D. List **FOUR (5)** travel services are available online that are not available off-line? *(5 marks)*
- E. Explain how are banks protecting customer data and transactions? *(4 marks)*
- F. List the major online real estate applications. *(2 marks)*

(Total 25 marks)

Question 3

- A. Briefly describe the **FOUR (4)** basic types of B2B transactions and activities. (8 marks)
- B. Explain how do B2B electronic payments and billing systems differ from B2C electronic payments? (4 marks)
- C. Define social engineering. (2 marks)
- D. Define encryption. Identify **SIX (6)** major benefits of encryption. (8 marks)
- E. List **THREE (3)** of the main stages of e-government development. (3 marks)

(Total 25 marks)

Question 4

- A. Identify **THREE (3)** technological and **THREE (3)** non-technological e-commerce challenges. (6 marks)
- B. Identify **FIVE (5)** security issues to consider when setting an EC strategy. (5 marks)
- C. Explain what is Government 2.0. (2 marks)
- D. Explain the difference between intermediation, disintermediation and re-intermediation. (6 marks)
- E. Distinguish between internet, intranet and extranet. (6 marks)

(Total 25 marks)

Question 5

- A. List the **FOUR (4)** major steps in developing an EC application. *(4 marks)*
- B. When developing EC sites one has to consider the many EC architectures offered, list **THREE (3)** major e-commerce development and acquisition options. *(3 marks)*
- C. Briefly explain how third-party e-check payment systems work. *(4 marks)*
- D. List **TWO (2)** benefits and **TWO (2)** disadvantages of using packaged EC applications. *(4 marks)*
- E. Outline **THREE (3)** strategies that companies practicing global EC can use to overcome the barriers to global EC. *(3 marks)*
- F. Discuss **TWO (2)** players other than the customer and the seller, and the role they play in processing credit card payments online. *(4 marks)*
- G. Explain the difference between intermediation, disintermediation and re-intermediation. *(3 marks)*

END OF EXAMINATION