

FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E-BUSINESS TECHNOLOGY
Course Code & Name	:	DBBM4023 DEB2323 E-BUSINESS
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Question **1a(i)** and **1a(ii)** are based on **Case Study 1**.

HealthPlus, an online healthcare service provider, wants to improve how they communicate with their customers on the web. They currently use email and social media but are not seeing significant engagement.

Case Study 1

i) i)	Based on email and social media, state THREE (3) methods to communicate with customers through online platform.	(2 marks) (3 marks)
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ii) ii)	Based on Case Study 1 , explain THREE (3) advantages of implementing online communication strategies.	(2 marks) (6 marks)
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- b) List **FOUR (4)** real world companies that implement the following revenue models:

i) i)	Subscription revenue model.	(2 marks) (4 marks)
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ii) ii)	Freemium revenue model.	(2 marks) (4 marks)
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- c) If you are planning to join as affiliate member in TikTok platform, describe **FOUR (4)** benefits you will obtain.

(8 marks)
Total: [25 marks]

2. a) Compare **THREE (3)** differences between charge card and credit card. (12 marks)

- b) Draw **ONE (1)** diagram to represent the flow of credit card acceptance and processing. You need to include description for each stage.

(13 marks)
Total: [25 marks]

3. a) Explain **THREE (3)** roles of the following element:

i) Payment service provider. (6 marks)

ii) Payment gateway. (6 marks)

- b) Provide **FIVE (5)** types of EDI payments. (5 marks)

- c) Discuss **TWO (2)** advantages of the following EDI payments:

i) Mobile EDI (4 marks)

ii) Web EDI (4 marks)

Total: [25 marks]

4. Question **4(a)** until **4(c)** are based on **Case Study 2**.

SecureShoes.com is a fast-growing e-commerce platform specializing in selling premium footwear. The company has a diverse range of products, from sports shoes to formal wear, and has attracted a significant customer base through aggressive online marketing and exceptional customer service.

Case Study 2

- a) Identify **FIVE (5)** possible mistakes that can be done by SecureShoes.com staff that expose the business to unintentional threats. (10 marks)

- b) Explain **FOUR (4)** types of security attacks. (8 marks)

- c) Describe in detail **TWO (2)** precautionary measures that can be taken to prevent the e-business system from being hacked. (7 marks)

Total: [25 marks]

- END OF QUESTIONS -