



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : ECB30803
SUBJECT TITLE : ENTREPRENEURSHIP AND DIGITAL COMMERCE
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 30th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. The question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
Answer ALL questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in English (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

A business model is how your business works and describes whom you sell to and how you make a profit. There are several e-tailing business models. Explain **TWO (2)** e-tailing business models.

(10 marks)

Question 2

Language is one of the challenges of global electronic commerce. Explain **TWO (2)** ways how businesses can overcome the challenges from language.

(10 marks)

Question 3

Need identification is the first step in purchase decision making model. Explain **TWO (2)** methods how businesses can use e-commerce to create the need.

(10 marks)

Question 4

Security policy is a written statement that tells us which asset to protect and why they are protected. Discuss how security policy can help the organization.

(10 marks)

Total: 40 marks

SECTION B: (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Advertising is an attempt to disseminate information in order to attract a buyer-seller transaction. Evaluate **FOUR (4)** benefits of web advertisement.

(20 marks)

Question 2

Explain **FIVE (5)** roles people play in purchasing decision making. Elaborate how sellers can motivate these people towards purchasing their product.

(20 marks)

Question 3

Discuss **TWO (2)** characteristics of Buy Side and **TWO (2)** characteristics of Sell Side in e-marketplaces. Explain **ONE (1)** of their differences.

(20 marks)

Total: 60 marks

END OF QUESTION PAPER

