

# Tutorial Letter 101/3/2018

**Business Informatics IIIA**

**ICT3641**

**Semesters 1 and 2**

**School of Computing**

**IMPORTANT INFORMATION**

This tutorial letter contains important information  
about your module.

BARCODE

# CONTENTS

	<i>Page</i>
<b>1 INTRODUCTION .....</b>	<b>4</b>
<b>2 PURPOSE AND OUTCOMES .....</b>	<b>4</b>
2.1 Purpose .....	4
2.2 Outcomes .....	5
<b>3 LECTURER(S) AND CONTACT DETAILS.....</b>	<b>6</b>
3.1 Lecturer(s) .....	6
3.2 Department.....	7
3.3 University .....	7
<b>4 RESOURCES .....</b>	<b>7</b>
4.1 Prescribed books .....	7
4.2 Recommended books .....	8
4.3 Electronic reserves (e-reserves) .....	9
4.4 Library services and resources information .....	9
<b>5 STUDENT SUPPORT SERVICES.....</b>	<b>9</b>
<b>6 STUDY PLAN.....</b>	<b>10</b>
<b>7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING.....</b>	<b>10</b>
<b>8 ASSESSMENT .....</b>	<b>11</b>
8.1 Assessment criteria.....	11
8.2 Assessment plan .....	11
8.3 General assignment numbers .....	11
8.3.1 Unique assignment numbers and due dates for assignments .....	11
8.4 Submission of assignments .....	12
8.5 The assignments .....	12
8.5.1 Assignment 1 Semester 1 .....	12
8.5.2 Assignment 2 Semester 1 .....	20
8.5.3 Assignment 3 Semester 1 .....	29
8.5.4 Assignment 1 Semester 2.....	36
8.5.5 Assignment 2 Semester 2 .....	44
8.5.6 Assignment 3 Semester 2 .....	52
8.6 Other assessment methods .....	59

8.7	The examination.....	59
8.7.1	Examination admission .....	59
8.7.2	Final mark calculation .....	59
8.7.3	Examination period .....	59
8.7.4	Duration of examination paper .....	59
<b>9</b>	<b>SOURCES CONSULTED .....</b>	<b>60</b>
<b>10</b>	<b>CONCLUSION .....</b>	<b>60</b>
<b>11</b>	<b>ADDENDUM .....</b>	<b>60</b>
<b>11.1</b>	<b>EXAMPLE CASE STUDY .....</b>	<b>60</b>

# 1 INTRODUCTION

Dear Student

We take pleasure in welcoming you to **Business Informatics IIIA** and hope that you will find it both interesting and rewarding. We will do our best to make your study of this module successful. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment.

This tutorial letter contains important information about the scheme of work, resources and assignments for this module. We urge you to read it carefully and to keep it at hand when working through the study material, preparing the assignments, preparing for the examination and addressing questions to your lecturers.

Please read Tutorial Letter 301 in combination with this tutorial letter, as it will give you an idea of generally important information when studying at a distance and within a particular college.

In this tutorial letter (101), you will find the assignments and assessment criteria, as well as instructions on preparing and submitting the assignments. This tutorial letter also provides all the information you need on the prescribed study material and other resources, as well as information about where you can find these resources. Please acquire the prescribed material as soon as possible.

We have also included certain general and administrative information about this module; please take special note of this information.

Visit **myUnisa** at least once a week to find more important information.

Some of the tutorial matter may not be available when you register. Tutorial matter that is not available when you register will be available on myUnisa.

Make sure that you are aware of the fact that the prescribed textbook for ICT3641 and ICT3642 is the same textbook. It is an electronic textbook which you can purchase **ONLY** from Van Schaik bookshops. **DO NOT** buy two copies of the same textbook!

We hope that you will enjoy this module and wish you all the best!

## 2 PURPOSE AND OUTCOMES

### 2.1 Purpose

This module will be useful in providing business analysts with an understanding of electronic commerce (e-commerce) and how to use it to create new products and services. It will also provide you with the skills to improve existing, standard business activities and to describe e-commerce business strategies, as well as with the values needed to increase an organisation's customer base and revenue.

After completing this module, you should be able to create e-commerce products and services and improve existing, standard business activities.

You should be able to extend this knowledge to create an online environment in which products and services may be rendered and your customer base and revenue may be increased.

You should also be able to analyse, design, develop and maintain an appropriate online environment for e-business to specific standards of best practice in business, government and industry in a global environment.

In short, you should be able to develop online e-commerce strategies to enable efficient e-business.

## 2.2 Outcomes

### Specific outcome I

**Demonstrate a sound knowledge of business strategies for electronic commerce.**

#### Assessment criteria

- ⤴ You should be able to do a critical analysis and synthesis of traditional and electronic commerce.
- ⤴ You should show an informed understanding of the value chains in electronic commerce.
- ⤴ You must be able to evaluate business unit opportunities according to international standards.
- ⤴ Your descriptions of traditional and electronic commerce should be correct and according to the theory.
- ⤴ Diagrams should be used to augment the descriptions of the value chains for a strategic business unit.
- ⤴ SWOT (strengths, weaknesses, opportunities, threats) analysis should be used to demonstrate an understanding of the value chain.

### Specific outcome II

**Demonstrate a sound knowledge of selling and marketing a web presence.**

#### Assessment criteria

- ⤴ You must be able to do a critical analysis and synthesis of the different revenue models.
- ⤴ You should demonstrate an informed understanding of the different web marketing strategies.
- ⤴ You should demonstrate a sound knowledge of web auctions, virtual communities and web portals.
- ⤴ You must be able to work within the parameters of international legal, ethical and tax issues.
- ⤴ The descriptions of revenue modules should be correct and according to the theory.

- ⤴ The descriptions of web marketing strategies should be in line with e-commerce strategies.
- ⤴ The descriptions of different web auctions and portal strategies should be in line with e-commerce strategies.
- ⤴ The descriptions should contain web business policies and regulations.

### **Specific outcome III**

**Demonstrate a sound knowledge of electronic-commerce technologies.**

#### **Assessment criteria**

- ⤴ You should be able to do a critical analysis of web server hardware and software.
- ⤴ You should demonstrate an informed understanding of the security threats to electronic commerce.
- ⤴ You should be able to implement electronic-commerce security policies.
- ⤴ Your descriptions of different web server hardware and software should be correct and according to the theory.
- ⤴ Your descriptions of the different security threats should be correct and according to the theory.
- ⤴ Your descriptions should cover different security objectives and security mechanisms.

### **Specific outcome IV**

**Demonstrate a sound knowledge of the planning and integration of electronic-commerce technology.**

#### **Assessment criteria**

- ⤴ You should be able to plan electronic-commerce initiatives.
- ⤴ You should be able to manage electronic-commerce implementation.
- ⤴ Commerce initiatives should include a calculation of the return on investment.
- ⤴ The project portfolio plan should include the electronic-commerce implementation.

## **3 LECTURER(S) AND CONTACT DETAILS**

### **3.1 Lecturer(s)**

The name(s) and contact details of the lecturer(s) responsible for this module can be found in the tutorial letter entitled COSALL Series/2018 (Tutorial Letter 301), which is compiled by the School of Computing. You can also find this information on myUnisa under the option **Official Study Material**. The details of the lecturer responsible will also be supplied in the welcome message on myUnisa.

Lecturers are available by appointment only, and you will not be able to see a lecturer if you have not made an appointment beforehand.

### 3.2 Department

Contact details for the School of Computing can be found in Tutorial Letter 301/2018.

### 3.3 University

If you need to contact the University about matters not related to the content of this module, please consult the brochure *Study @ Unisa*, which you received with your study material. This brochure can also be found on the Unisa website. The brochure contains information on how to contact the university (e.g. to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

Tutorial Letter 301 can also assist you in this regard.

**Always have your student number at hand when you contact the university.**

## 4 RESOURCES

### 4.1 Prescribed books

For the subjects Business Informatics IIIA (ICT3641) and Business Informatics IIIB (ICT3642) you will from 2018 only require ONE textbook for both subjects:

ISBN No: 9781473755413

E-Business (Customer Edition for Unisa)

Compiled by Ruthea Vorster

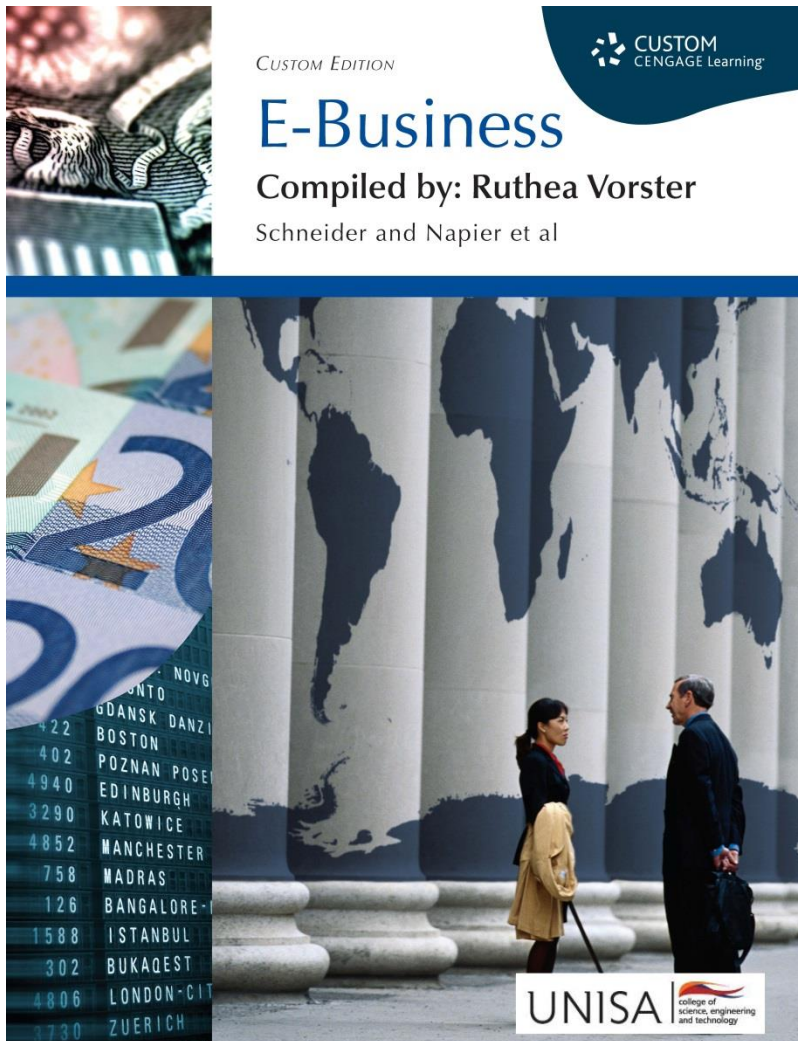
Authors: Schneider and Napier et al.

Publisher: Cengage

Electronic edition

***This textbook is available in electronic format ONLY. You can purchase this textbook from Van Schaik bookshop, however, it will be an electronic file and not a printed book. It is important to tell the sales person at Van Schaik's that it is an e-book.***

Here is the front page of the electronic file:



**VERY IMPORTANT:** Please do not distribute this electronic textbook to other students! It is illegal to do so and if you are found guilty of this copyright infringement, you will face disciplinary action and a possible expulsion as a student of Unisa. This means that there is a possibility that you will not obtain your diploma! Ask yourself, is 'giving' a copy of the textbook to another student worth the risk?

**The textbook consists of two parts:**

The first part is the content which will be covered in ICT3641 and the second part is the content which will be covered by ICT3642.

## 4.2 Recommended books

There are no recommended books for this module.



### 4.3 Electronic reserves (e-reserves)

There are no e-reserves for this module.

### 4.4 Library services and resources information

For brief information, go to [www.unisa.ac.za/brochures/studies](http://www.unisa.ac.za/brochures/studies)

For detailed information, go to the Unisa website at <http://www.unisa.ac.za/> and click on **Library**.

For research support and services of personal librarians, go to <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=7102>.

The Library has compiled numerous library guides:

- finding recommended reading in the print collection and e-reserves – <http://libguides.unisa.ac.za/request/undergrad>
- requesting material – <http://libguides.unisa.ac.za/request/request>
- postgraduate information services – <http://libguides.unisa.ac.za/request/postgrad>
- finding , obtaining and using library resources and tools to assist in doing research – [http://libguides.unisa.ac.za/Research\\_Skills](http://libguides.unisa.ac.za/Research_Skills)
- how to contact the library/finding us on social media/frequently asked questions – <http://libguides.unisa.ac.za/ask>

## 5 STUDENT SUPPORT SERVICES

### Free computer and internet access

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to enable you (as a Unisa student) free access to computers and the Internet. This access enables you to conduct the following academic related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside of these are for your own costing e.g. printing, photocopying, etc. For more information on the Telecentre nearest to you, please visit [www.unisa.ac.za/telecentres](http://www.unisa.ac.za/telecentres).

Refer to Unisa's website for a list of contact details regarding student support.

## 6 STUDY PLAN

Week	Study	Submit Assignment?	Semester 1	Semester 2
1	Chapter 1 and 2			
2	Chapter 3 and 4			
3	Chapters 5 and 6	Assignment 1 due	19 February 2018	30 July 2018
4	Chapter 7 and 8			
5	Chapter 9 and 10			
6	Chapter 11 and 12	Assignment 2 due	19 March 2018	20 August 2018
7, 8	All chapters	Assignment 3 due	3 April 2018	10 September 2018
9	Revision			
10	Revision			
11	Revision			
12	Revision			
13	Examination commence			

**Please note that Assignments 01 and 02 (multiple choice assignments) must be completed and submitted via myUnisa. Assignment 3 is an assignment covering all the chapters and this assignment includes essay type questions. Please submit PDF files of this assignment via myUnisa.**

**After submitting all of your assignments, use the examination guidelines provided to prepare for the examination. These will be posted on MyUnisa.**

Examination: Dates to be announced – please check your examination timetable on MyUnisa.

## 7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There are no practical work for this module.

## 8 ASSESSMENT

### 8.1 Assessment criteria

Semesters 1 & 2	Mark allocation
Assignment 01	10% of year mark
Assignment 02	10% of year mark
Assignment 03	80% of year mark
Year mark (All assignments will count)	20% of final mark
Examination	80% of final mark
Final mark	100%

Therefore, the year mark is a combination of the marks obtained for assignment 1, 2 and 3. The year mark will contribute 20% to your final mark and the examination mark will contribute 80% to the final mark. You need a final mark of 50% to pass the module.

### 8.2 Assessment plan

Assignment questions are based on the electronic prescribed textbook provided under the prescribed textbook heading.

The electronic resources of Cengage Learning was used for the MCQ questions and served as reference for the assignments.

### 8.3 General assignment numbers

There are 3 assignments for each semester – assignments 1, 2 and 3.

#### 8.3.1 Unique assignment numbers and due dates for assignments

Below find a summary of the different semesters, assignments, chapters covered by each assignment, what percentage the assignment count toward the year mark as well as the unique number of the assignment and the due date.

Semester	Assignment no	Chapters covered	% of Yearmark	Unique Number	Due Date
1	1	1 - 6	10%	868173	19 February 2018
	2	7 – 12	10%	724538	19 March 2018
	3	All chapters	80%	825457	3 April 2018
2	1	1 - 6	10%	877427	30 July 2018

Semester	Assignment no	Chapters covered	% of Yearmark	Unique Number	Due Date
	2	7 – 12	10%	864230	20 August 2018
	3	All chapters	80%	811702	10 September 2018

#### 8.4 Submission of assignments

Assignments must be submitted before or on the due date electronically on myUnisa. For assignment 3 submission you will need to submit a PDF file. DO NOT submit assignments in a written format!

#### 8.5 The assignments

There are 3 compulsory assignments. Please select the appropriate assignments to complete for your semester registration.

##### 8.5.1 Assignment 1 Semester 1

Chapters Covered	% of Yearmark	Assignment Type	Unique Number	Due Date
1 – 6	10%	True/false and multiple choice questions	868173	19 February 2018
<b>Please submit this assignment online on myUnisa</b>				

The following questions are true (1) or false (2). Answer the question by selecting 1 for true or 2 for false, e.g. 51 1.

1. Economists use a formal definition of market that includes two conditions: first, the potential sellers of a good come into contact with potential buyers, and second, that a medium of exchange is available.
  1. True
  2. False

2. Businesses and individuals can use electronic commerce to reduce transaction costs by improving the flow of information and increasing the coordination of actions.
  1. True
  2. False
  
3. Irrespective of the transferability of merchandising skills to the Web, products are difficult to sell on the Web.
  1. True
  2. False
  
4. Transferring funds, placing orders, sending invoices, and shipping goods to customers are all types of activities or transactions.
  1. True
  2. False
  
5. An intranet extends beyond the organization that created it.
  1. True
  2. False
  
6. Virtual private network software must be installed on the computers at both ends of a transmission.
  1. True
  2. False
  
7. The Post Office Protocol (POP) provides support for Multipurpose Internet Mail Extensions (MIME).
  1. True
  2. False
  
8. A hierarchical hyperlink structure resembles conventional paper documents in that the reader begins on the first page and clicks the Next button to move to the next page in a serial fashion.
  1. True
  2. False

9. A disadvantage of the Web catalog revenue model is that the products sold in physical stores cannot be sold on the Web.
1. True
  2. False
10. Most successful advertising on the Web is targeted at specific groups.
1. True
  2. False
11. Web companies with unprofitable growth phases for long durations retained their revenue models to grow successfully.
1. True
  2. False
12. When customers buy a product, they are also buying the service element included with that product.
1. True
  2. False
13. A disadvantage of using the Web to communicate with potential customers is that it does not offer the cost savings of mass media.
1. True
  2. False
14. The reason that one-to-one marketing and usage-based segmentation are so valuable is that they help to strengthen companies' relationships with their customers.
1. True
  2. False

15. A key element in any e-mail marketing strategy is to obtain customers' approvals before sending them any e-mail that includes a marketing or promotional message.
1. True
  2. False
16. The weighting of the factors that search engines use to decide which URLs appear first on searches for a particular search term is called data indexing.
1. True
  2. False
17. Direct materials that companies buy on a recurring basis are called MRO supplies.
1. True
  2. False
18. A purchasing or logistics strategy that works this year may not work next year.
1. True
  2. False
19. Industry-specific data interchange standards were used to exchange data between companies in different industries.
1. True
  2. False
20. An independent exchange is a B2B marketplace model.
1. True
  2. False
21. The general idea behind many social networking sites is that people are invited to join by existing members who think they would be valuable additions to the community.
1. True
  2. False

22. Visitors spend a greater amount of time at portal sites than they do at most other types of Web sites, which is attractive to advertisers.
1. True
  2. False
23. The introduction of larger mobile phones and tablet devices has made the use of Wireless Application Protocol (WAP) mandatory.
1. True
  2. False
24. In a double auction, buyers and sellers each submit combined price-quantity bids to an auctioneer.
1. True
  2. False

**The following questions are multiple choice questions. Choose the most appropriate answer by writing down the number of the question and the number, e.g. 51. 3**

25. Businesses that engage in electronic data interchange with each other are called \_\_\_\_\_.  
1. institutional partners      2. channel partners  
3. commodity partners      4. trading partners
26. A(n) \_\_\_\_\_ is a specific collection of business processes used to identify customers, market to those customers, and generate sales to those customers.  
1. industry value chain      2. strategic alliance  
3. revenue model      4. value-added network
27. The practice of an existing firm replacing one or more of its supplier markets with its own hierarchical structure for creating the supplied product is called \_\_\_\_\_.  
1. merchandising      2. crowdsourcing  
3. vertical integration      4. horizontal integration



28. A \_\_\_\_\_ is a way of organizing the activities that each strategic business unit undertakes to design, produce, promote, market, deliver, and support the products or services it sells.
1. business activity
  2. SWOT analysis
  3. value chain
  4. strategic alliance
29. A \_\_\_\_\_ structure resembles an inverted tree in which the root is at the top and the branches are below it.
1. parabolic hyperlink
  2. hierarchical hyperlink
  3. rooted hyperlink
  4. linear hyperlink
30. In HTML, hyperlinks are created using the HTML \_\_\_\_\_ tag.
1. head
  2. anchor
  3. title
  4. opening
31. \_\_\_\_\_ was the first Web browser that became widely available for personal computers.
1. Mosaic
  2. Netscape
  3. Internet Explorer
  4. CompuServe
32. \_\_\_\_\_ is a set of rules for handling binary files, such as word-processing documents, spreadsheets, photos, or sound clips that are attached to e-mail messages.
1. SMTP
  2. TCP/IP
  3. MIME
  4. POP
33. Online stock brokerage firms use a(n) \_\_\_\_\_ revenue model, which allows them to charge their customers a commission for each trade executed.
1. fee-for-service
  2. fee-for-transaction
  3. information sales
  4. catalog
34. Companies using \_\_\_\_\_ revenue model charge a fee based on the value of the service provided on the Web.
1. Web catalog
  2. fee-for-service
  3. fee-for-transaction
  4. mail order

35. \_\_\_\_\_ tend to have large up-front costs. Once those costs are incurred, additional units can be made at very low additional cost.
1. Appliances
  2. Newspapers and magazines
  3. Automobiles
  4. Digital products
36. \_\_\_\_\_ is the testing and evaluation of a site by its owner to ensure ease of use for site visitors.
1. Prototyping
  2. Archotyping
  3. Usability testing
  4. Grey-box testing
37. A(n) \_\_\_\_\_ is a banner ad that is designed to span the top or bottom of a Web page.
1. leaderboard ad
  2. text ad
  3. skyscraper ad
  4. active ad
38. Researchers Jeffrey Rayport and John Sviokla refer to the virtual, information world as the \_\_\_\_\_.
1. marketspace
  2. marketplace
  3. marketstore
  4. marketsector
39. Companies have traditionally used \_\_\_\_\_ appeals in their advertising and promotion efforts to establish and maintain brands.
1. permitted
  2. perceived
  3. rational
  4. emotional
40. In cause marketing, when visitors click a link on the affiliate's Web page, a donation is made by a(n) ..... company.
1. advertising
  2. marketing
  3. not-for-profit
  4. sponsoring
41. One trend that is becoming clear in purchasing, logistics, and support activities is the shift away from hierarchical structures toward \_\_\_\_\_ structures.
1. vertical
  2. horizontal
  3. network
  4. bottom-up

42. Electronic data interchange (EDI) is still the single most commonly used technology in online \_\_\_\_\_ transactions.
1. consumer-to-business
  2. business-to-business
  3. business-to-government
  4. business-to-consumer
43. \_\_\_\_\_ allows trading partners to pass messages through a value-added network instead of connecting their computers directly to each other.
1. Indirect connection EDI
  2. Direct connection EDI
  3. Wireless EDI
  4. Repeated EDI
44. \_\_\_\_\_ are business-to-business (B2B) marketplace models used in electronic commerce.
1. Independent exchanges
  2. Industry marketplaces
  3. Public marketplaces
  4. Customer portals
45. The trend toward having readers help write their own news is called \_\_\_\_\_ journalism.
1. participatory
  2. community
  3. social
  4. collaborative
46. An English auction is sometimes called a(n) \_\_\_\_\_ because the bids are publicly announced.
1. reverse auction
  2. double auction
  3. open auction
  4. sealed-bid auction
47. The New York Stock Exchange conducts \_\_\_\_\_ auctions of stocks and bonds in which the auctioneer, called a specialist, manages the market for a particular stock or bond issue.
1. sealed-bid double
  2. open-outcry double
  3. descending-price
  4. ascending-price
48. A(n) \_\_\_\_\_ is an independent party that holds a buyer's payment until the buyer receives the purchased item and is satisfied that the item is what the seller represented it to be.
1. snipe
  2. liquidation broker
  3. escrow service
  4. auctioneer

### 8.5.2 Assignment 2 Semester 1

Chapters Covered	% of Yearmark	Assignment Type	Unique Number	Due Date
7 – 12	10%	True/false and multiple choice questions	724538	19 March 2018
<b>Please submit this assignment online on myUnisa</b>				

The following questions are true (1) or false (2). Provide your answer by writing down the number of the question and 1 = true or 2 = false, e.g. 51. 1

1. In the physical world, geographic boundaries rarely coincide with legal and cultural boundaries.
  1. True
  2. False
  
2. Non-U.S. corporations and individuals cannot be sued in U.S. courts if they conduct business or commit tortious acts in the United States.
  1. True
  2. False
  
3. Any contract for the sale of goods includes implied warranties.
  1. True
  2. False
  
4. Any contract for the sale of goods includes implied warranties.
  1. True
  2. False

5. Platform neutrality was a critical factor in the rapid spread and widespread acceptance of the Web.
  1. True
  2. False
  
6. Software applications that generate information are located in the first tier of n-tier architectures.
  1. True
  2. False
  
7. One element that affects overall server performance is the server hardware.
  1. True
  2. False
  
8. The challenge-response content-filtering technique uses a black list as the basis for a confirmation procedure.
  1. True
  2. False
  
9. The key functions of a basic electronic commerce Web site are catalog display, shopping cart capabilities, and transaction processing.
  1. True
  2. False
  
10. Page-based application systems are easily revised and updated.
  1. True
  2. False

11. The term "enterprise" is used in information systems to describe a system that serves multiple locations or divisions of one company and encompasses all areas of the business or enterprise.
  1. True
  2. False
  
12. The entire cost of a middleware implementation is the cost of the software itself.
  1. True
  2. False
  
13. Active content elements are programs that run on the server.
  1. True
  2. False
  
14. A Trojan horse erasing or altering information in a client computer is said to be a secrecy violation.
  1. True
  2. False
  
15. Any message traveling on the Internet is subject to secrecy, integrity, and necessity threats.
  1. True
  2. False
  
16. In the context of encryption, shorter keys usually provide significantly better protection than longer keys.
  1. True
  2. False

17. The level of fraud in online transactions is much lower than either in-person or telephone transactions of the same nature.
1. True
  2. False
18. In an online cash storage system, a trusted third party, such as an online bank, coordinates all transfers of digital cash and holds the consumers' cash accounts.
1. True
  2. False
19. Offline cash storage is similar to money kept in a wallet.
1. True
  2. False
20. Smart cards are safer than magnetic strip credit cards because the information stored on a smart card can be encrypted.
1. True
  2. False
21. A successful business plan for an electronic commerce initiative should include activities that identify the initiative's specific objectives and link those objectives to business strategies.
1. True
  2. False
22. In the context of assessing the benefits of electronic commerce, auction sites can set goals for the number of bidders and sellers.
1. True
  2. False

23. When measuring the achievements of the internal team of an electronic commerce project, measurements must be monetary.
1. True
  2. False
24. Project management software tracks the details of how each project is accomplishing its specific goals.
1. True
  2. False

**The following questions are multiple choice questions. Answer the question by selecting the most appropriate answer, e.g. 49. 3**

25. A \_\_\_\_\_ is an intentional or negligent action taken by a legal entity that causes harm to another legal entity.
1. click-wrap acceptance
  2. tort
  3. fair use
  4. anticipatory repudiation
26. A(n) \_\_\_\_\_ is a commitment with certain terms made to another party.
1. award
  2. offer
  3. acceptance
  4. consideration
27. A(n) \_\_\_\_\_ statement is a statement that is false and that injures the reputation of another person or company.
1. defamatory
  2. warranty disclaimer
  3. implied
  4. copyright
28. A(n) \_\_\_\_\_ refers to any symbol executed or adopted for the purpose of authenticating a writing.
1. stamp
  2. icon
  3. mark
  4. signature



29. In a client/server architecture, the \_\_\_\_\_ contains a command, the name of the target resource, and the protocol name and version number.
1. request header
  2. request line
  3. entity body
  4. response header
30. A(n) \_\_\_\_\_ is a program that attaches itself to another program and can cause damage when the host program is activate4.
1. e-mail filter
  2. debugging code
  3. computer virus
  4. dead link
31. A \_\_\_\_\_, when clicked, displays an error message rather than a Web page.
1. link checker
  2. computer virus
  3. filter
  4. dead link
32. \_\_\_\_\_ programs calculate and display the number of hops between computers and the time it takes to traverse the entire one-way path between machines.
1. Route-tracing
  2. Indexing
  3. Benchmarking
  4. Link checker
33. In a shopping cart, clicking the checkout button usually displays a screen that asks for \_\_\_\_\_ and shipping information.
1. stocking
  2. ordering
  3. billing
  4. sourcing
34. \_\_\_\_\_ software packages are business systems that integrate all facets of a business, including accounting, logistics, manufacturing, marketing, planning, project management, and treasury functions.
1. Enterprise resource planning
  2. Supply chain management
  3. Data services
  4. Customer relationship management

35. \_\_\_\_\_ software typically provides tools for linking to and supporting supply activities.
1. Enterprise-class
  2. Content management
  3. Web hosting
  4. Knowledge management
36. \_\_\_\_\_ helps companies control the large amounts of text, graphics, and media files that have become crucial to doing business.
1. Content management software
  2. Supply chain management software
  3. Operations management software
  4. Inventory tracking software
37. A(n) \_\_\_\_\_ is a person or device that is able to listen in on and copy Internet transmissions.
1. eavesdropper
  2. white hat hacker
  3. black hat hacker
  4. cracker
38. A \_\_\_\_\_ is a program hidden inside another program or Web page that masks its true purpose.
1. remote wipe
  2. Trojan horse
  3. digital certificate
  4. wardriver
39. A \_\_\_\_\_ is an element of a program that allows users to run the program without going through the normal authentication procedure for access to the program.
1. rogue app
  2. backdoor
  3. worm
  4. remote wipe
40. A \_\_\_\_\_ is a number that summarizes an encrypted information.
1. digital certificate
  2. hash function
  3. message digest
  4. hash algorithm
41. Payment cards with disposable numbers are known as \_\_\_\_\_.
1. charge cards
  2. single-use cards
  3. credit cards
  4. store-branded cards

42. A \_\_\_\_\_ handles chargebacks and any other reconciliation items.
1. front-end processor
  2. back-end processor
  3. clearing house
  4. payment gateway
43. A \_\_\_\_\_ obtains authorization for a payment card transaction by sending the transaction's details to the interchange network and storing a record of the approval or denial.
1. back-end processor
  2. front-end processor
  3. server-side digital wallet
  4. client-side digital wallet
44. With a(n) \_\_\_\_\_, credit theft is much more difficult because the key to unlock the encrypted information is a PIN.
1. smart card
  2. debit card
  3. credit card
  4. identification card
45. Finding a contractor who can handle an entire project for a company is known as \_\_\_\_\_.
1. outsourcing
  2. liaising
  3. coaching
  4. lobbying
46. The value of the accumulated mass of employees' knowledge about the business and its processes is known as \_\_\_\_\_.
1. stock value
  2. intellectual capital
  3. return on investment
  4. total cost of ownership
47. A(n) \_\_\_\_\_ is a person with specific training or skills in tracking costs and the accomplishment of specific objectives in an electronic commerce initiative.
1. Web programmer
  2. content manager
  3. project manager
  4. application programmer

48. A \_\_\_\_\_ is a formal review of a project after it is up and running.
1. Post-implementation audit
  2. project management
  3. specific staffing
  4. project portfolio management

**TOTAL: 48 Marks**

**8.5.3 Assignment 3 Semester 1**

<b>Chapters Covered</b>	<b>% of Yearmark</b>	<b>Assignment Type</b>	<b>Unique Number</b>	<b>Due Date</b>
1 – 12	80%	Short and Essay questions	825457	3 April 2018
<b>Please submit this assignment in PDF file format online on myUnisa</b>				

**This assignment is an old examination paper. It should assist you in preparation for the examination. The structure and method of questioning will be similar in the examination.**

**QUESTION 1****[12]**

***The following questions are either true or false. Write down the question number and true or false, for example 1.16 False***

- 1.1 In some cases, business processes use traditional commerce activities very effectively, and technology cannot improve them.
- 1.2 IP addresses appear as five decimal numbers separated by periods.
- 1.3 Although online banks let customers pay their bills electronically, most customers still receive their bills in the mail.
- 1.4 The benefits of acquiring new visitors are the same for all Web businesses irrespective of different revenue models used.
- 1.5 The network purchasing model has one hierarchically structured firm negotiating purchase terms with several similarly structured supplier firms, playing each supplier against the others.
- 1.6 The Dutch auction is also called an ascending-price auction.

- 1.7 Ethics issues are significant in the area of online privacy because laws have not kept pace with the growth of the Internet and the Web.
- 1.8 A drawback of decentralized architecture is that if one of the few servers becomes inoperable, a large portion of the site's capacity is lost.
- 1.9 The term "enterprise" is used in information systems to describe a system that serves multiple locations or divisions of one company and encompasses all areas of the business or enterprise.
- 1.10 Persistent cookies refer to the category of cookies which exist until the Web client ends the connection.
- 1.11 Magnetic strip cards can send and receive information.
- 1.12 The information used in project portfolio management differs somewhat from the information used to manage specific projects.

## QUESTION 2

[12]

*Choose one correct answer. Write down the number of the question and the answer, for example*

### **2.16 a**

- 2.1 A barrier to the predictability of costs and revenues of electronic commerce projects is \_\_\_\_\_.
- |   |   |
|---|---|
| a. the rapid changes in underlying technologies             | b. the need for a critical mass willing to buy through the Internet |
| c. the cultural obstacles in conducting electronic commerce | d. the legal environment in which electronic commerce is conducted  |

- 2.2 \_\_\_\_\_ is a set of rules for handling binary files, such as word-processing documents, spreadsheets, photos, or sound clips that are attached to e-mail messages.
- a. SMTP      b. TCP/IP
  - c. MIME      d. POP
- 2.3 One problem that the Web presents for clothing retailers of all types is that \_\_\_\_\_.
- a. customers are unwilling to buy clothing on-line
  - b. the color settings on computer monitors vary widely
  - c. the Web catalog revenue model is not flexible
  - d. online retail sales are not cost-effective
- 2.4 A(n) \_\_\_\_\_ is a short promotional message that does not use any graphic elements and is usually placed along the top or right side of a Web page.
- a. text ad      b. active ad
  - c. banner ad      d. pop-up ad
- 2.5 One common support activity that underlies multiple primary activities is \_\_\_\_\_.
- a. warehousing      b. purchasing
  - c. training      d. procuring

- 2.6 The most common format used on eBay is a computerized version of the \_\_\_\_\_ auction.
- a. Dutch      b. sealed-bid
  - c. English    d. double
- 2.7 A(n) \_\_\_\_\_ is the expression of willingness to take an offer, including all of its stated terms.
- a. judicial comity    b. tort
  - c. acceptance        d. consideration
- 2.8 A content-filtering technique where the software that performs the filtering task is placed on individual users' computers is called \_\_\_\_\_.
- a. server-side scripting    b. client-side scripting
  - c. client-level filtering     d. server-level filtering
- 2.9 A program transferring information from order entry systems in several different divisions to a single accounts receivable is an example of \_\_\_\_\_.
- a. application integration    b. data mining
  - c. co-location                d. interoperability
- 2.10 A \_\_\_\_\_ is a number that summarizes an encrypted information.
- a. digital certificate    b. hash function
  - c. message digest        d. hash algorithm



- 2.11 \_\_\_\_\_ is a criminal act in which the perpetrator gathers personal information about a victim and then uses that information to obtain credit.
- a. Pharming
  - b. Identity theft
  - c. Due diligence
  - d. Money laundering
- 2.12 An approach of outsourcing the maintenance of an electronic commerce system after it has become a stable part of business operations of a company is called \_\_\_\_\_.
- a. partial outsourcing
  - b. early outsourcing
  - c. late outsourcing
  - d. component outsourcing

### CASE STUDY

**The following case study applies to questions 3, 4, 6 and 8. Read the Crafty Corner case study carefully:**

Bongani Tshabalala is the owner of Crafty Corner, a regional chain of 12 shops selling only arts and crafts materials, such as brushes, oil paint, canvasses and mosaic tiles, to upmarket clientele in the Gauteng area. There are shops in Sandton, Ruimsig, Waterkloof, Silver Lakes, Fourways, Hartbeespoort Dam, etc. Bongani only employs art students or other individuals who have a passion for arts and crafts. Employees are regularly sent on training courses to learn the latest trends in arts and crafts. The current website of Crafty Corner contains only basic information, for example the mission, vision, location and contact details of the shops and craft classes. However, Bongani has recently started thinking about selling products online. He thus hopes to increase his clientele and reach people outside of Gauteng.

His shops are the gathering place of a variety of different crafters who come together on the days on which workshops are presented. As a result of the crafters workshops, the shops have become a place where the local “arty” community gathers. On Saturdays he also offers a “make and take” demonstration of techniques at the various shops, which also draws a number of clients. He also wants to make video clips of some of the aspects of the workshops and add these to the website. One of the problems he experiences is that some crafts are the flavour of the month and then, within two months, no one is interested in the specific craft. This results in excess stock, which Bongani subsequently has to sell at drastically reduced prices, often below cost.

Bongani’s biggest competition in terms of online sales would come from the international craft sites eBay and bid or buy. However, because Bongani’s products are local, it would dramatically reduce the amount the client needs to pay for postage, as well as the time it takes for the parcel to reach the client, when compared with international craft sites. But Bongani is concerned about the reliability of the SA postal service. The alternative is to use a courier service, but that increases the cost.

Crafty Corner imports most of its products directly from manufacturers in the UK and China, and most of the imported products are shipped directly to the head office in Chamdor, Krugersdorp. From there, the products are distributed to the 12 shops, depending on the sales history per item. All online sales would be distributed from the head office.

The current computerised system would be ineffective for online sales, therefore a new website, online database and inventory system would need to be developed. This system should also allow customers the option of paying with their credit card, so a secure payment system would also need to be put in place.

**QUESTION 3** **[22]**

3.1 Which SWOT analysis questions would you ask regarding Crafty Corner? (12 X ½ = 6)

3.2 Provide the results of Crafty Corner’s SWOT analysis. (16)

**Question 4** **[7]**

4.1 Do you think Crafty Corner’s business processes are well suited to electronic commerce? In your answer provide the reasons why you agree or disagree. (2)

4.2 In general, what types of business processes are well suited to electronic commerce? (5)

**Question 5 [4]**

What are the advantages of Bluetooth technology?

**Question 6 [10]**

6.1 You are the web marketing consultant contacted by Crafty Corner. Explain to Bongani what the difference is between the personal contact model of communicating on the Web and the mass media approach? (3)

6.2 Since Bongani will utilise Crafty Corner's website as a method of attracting new customers, you need to describe what a trigger word is as well as the use of trigger words in attracting visitors to Crafty Corner's website. (7)

**Question 7 [7]**

Why is it advantageous to suppliers to use Internet technologies in supply chain management?

**Question 8 [6]**

Bongani also mentioned that he is considering using online auctions to sell redundant and slow moving stock, but he is not knowledgeable about auctions. Explain to Bongani the operation of a typical auction.

**Question 9 [6]**

What are the six main elements included on a digital certificate?

**Question 10 [4]**

Processing a payment card transaction online involves two general processes. Explain these processes.

**TOTAL: 90**

### 8.5.4 Assignment 1 Semester 2

Chapters Covered	% of Yearmark	Assignment Type	Unique Number	Due Date
1 – 6	10%	True/false and multiple choice questions	877427	30 July 2018
<b>Please submit this assignment online on myUnisa</b>				

The following questions are true or false questions. Provide your answer by selecting 1 for true and 2 for false, e.g. 49. 2

1. A problem that EDI pioneers faced was the high cost of implementation.
  1. True
  2. False
  
2. Irrespective of the transferability of merchandising skills to the Web, products are difficult to sell on the Web.
  1. True
  2. False
  
3. Economists use a formal definition of market that includes two conditions: first, the potential sellers of a good come into contact with potential buyers, and second, that a medium of exchange is available.
  1. True
  2. False
  
4. Using the value chain reinforces the idea that electronic commerce should be a business solution, not a technology implemented for its own sake.
  1. True
  2. False
  
5. The Internet provides a high degree of security in its basic structure.
  1. True
  2. False

6. Simple Mail Transfer Protocol (SMTP) is a common protocol used for sending and retrieving e-mail.
  1. True
  2. False
  
7. The leftmost part of a domain name is called a top-level domain (TLD).
  1. True
  2. False
  
8. The most important parts of a Web page are the graphics, photographs, and small programs that run in the Web browser.
  1. True
  2. False
  
9. A disadvantage of the Web catalog revenue model is that the products sold in physical stores cannot be sold on the Web.
  1. True
  2. False
  
10. Advertisers pay less to have their ad appear near a discussion of a technology related to their product or on a page that reviews the product.
  1. True
  2. False
  
11. Companies that have existing sales outlets and distribution networks often worry that their Web sites will take away sales from those outlets and networks.
  1. True
  2. False

12. The defining characteristic of the mass media promotion process is that the seller is active and the buyer is passive.
1. True
  2. False
13. Mass media offers the highest level of trust.
1. True
  2. False
14. Companies want to see customers move into the separation stage only if they are costing more to serve than they are worth.
1. True
  2. False
15. A key element in any e-mail marketing strategy is to obtain customers' approvals before sending them any e-mail that includes a marketing or promotional message.
1. True
  2. False
16. The weighting of the factors that search engines use to decide which URLs appear first on searches for a particular search term is called data indexing.
1. True
  2. False
17. Large companies usually assign responsibility for purchasing direct and indirect materials to the same department.
1. True
  2. False

18. Industry-specific data interchange standards were used to exchange data between companies in different industries.
1. True
  2. False
19. In the past, most value-added networks (VANs) did not require an enrollment fee.
1. True
  2. False
20. By coordinating the efforts of supply chain participants, firms that engage in supply chain management are reaching beyond the limits of their own organization's hierarchical structure and creating a new network form of organization among the members of the supply chain.
1. True
  2. False
21. In-person meetings arranged by people over social networking sites are called meetups.
1. True
  2. False
22. A growing number of large organizations have built internal Web sites that provide opportunities for online social networking among their employees.
1. True
  2. False
23. The introduction of larger mobile phones and tablet devices has made the use of Wireless Application Protocol (WAP) mandatory.
1. True
  2. False

24. In industries where there is a high degree of competition among suppliers, reverse auctions can be an efficient way to conduct and manage the price bidding that would naturally occur in that market.
1. True
  2. False

**The following questions are multiple choice questions. Select your answer by choosing the most appropriate answer/number, e.g. 49.      4**

25. Businesses that engage in electronic data interchange with each other are called \_\_\_\_\_.  
1. institutional partners      2. channel partners  
3. commodity partners      4. trading partners
26. A(n) \_\_\_\_\_ is a set of processes that combine to achieve a company's primary goal, which is typically to yield a profit.  
1. value system      2. industry value chain  
3. strategic business unit      4. business model
27. One significant component of \_\_\_\_\_ can be the investment a seller makes in equipment or in the hiring of skilled employees to supply the product or service to the buyer.  
1. economic costs      2. transaction costs  
3. opportunity costs      4. retention costs
28. \_\_\_\_\_ is a primary activity undertaken by an organization's strategic business unit.  
1. Identifying customers      2. Training employees  
3. Research and development      4. Borrowing funds
29. The programs on gateway computers that determine the best path on which to send each packet contain rules called \_\_\_\_\_.  
1. program profilers      2. empirical algorithms  
3. software profilers      4. routing algorithms



30. The 32-bit number used to identify computers connected to the Internet is known as the \_\_\_\_\_.
1. IP address
  2. NSAP address
  3. MAC address
  4. OUI address
31. \_\_\_\_\_ is a set of rules for handling binary files, such as word-processing documents, spreadsheets, photos, or sound clips that are attached to e-mail messages.
1. SMTP
  2. TCP/IP
  3. MIME
  4. POP
32. In HTML, hyperlinks are created using the HTML \_\_\_\_\_ tag.
1. head
  2. anchor
  3. title
  4. opening
33. The introduction of a new intermediary, such as a fee-for-transaction Web site, into a value chain is called \_\_\_\_\_.
1. disinterment
  2. re-intermediation
  3. reinterpretation
  4. disintermediation
34. \_\_\_\_\_ tend to have large up-front costs. Once those costs are incurred, additional units can be made at very low additional cost.
1. Appliances
  2. Newspapers and magazines
  3. Automobiles
  4. Digital products
35. In the context of accessibility, one of the best ways to accommodate a broad range of visitor needs is to build \_\_\_\_\_ into the Web site's interface.
1. flexibility
  2. virtual models
  3. conflict
  4. presence
36. Personal contact and mass media approaches are often called \_\_\_\_\_.
1. communication modes
  2. market strategies
  3. marketing segments
  4. media destination modes

37. Online and offline customer contact points are often called \_\_\_\_\_.  
1. business interfaces      2. touchpoints  
3. distribution channels      4. spiders
38. The first time that a particular visitor loads a Web site page is called a(n) \_\_\_\_\_.  
1. trial visit      2. ad view  
3. repeat visit      4. page view
39. \_\_\_\_\_ is the first condition that must be met to create a product or service brand.  
1. Product differentiation      2. Perceived value  
3. Relevance      4. Permission marketing
40. On social media Web sites, followers of a particular company's discussion activity are called \_\_\_\_\_.  
1. fans      2. hosts  
3. spiders      4. affiliates
41. \_\_\_\_\_ is the intentional collection, classification, and dissemination of information about a company, its products, and its processes.  
1. Database management      2. Knowledge management  
3. Intelligence warehousing      4. Data mining
42. To use the services of a value-added network (VAN), a company must install electronic data interchange (EDI) \_\_\_\_\_ software that is compatible with the VAN.  
1. switch      2. interpreter  
3. translator      4. router

43. When companies integrate their supply management and logistics activities across multiple participants in a particular product's supply chain, the job of managing that integration is called \_\_\_\_\_.
1. supply chain management
  2. supply intelligence management
  3. supply resource planning
  4. supply workflow planning
44. A(n) \_\_\_\_\_ is a marketplace formed by several large buyers in a particular industry.
1. private company marketplace
  2. independent industry marketplace
  3. industry consortia-sponsored marketplace
  4. customer portals marketplace
45. The whole auction process is managed by a(n) \_\_\_\_\_.
1. skill bidder
  2. auctioneer
  3. observer
  4. seller
46. Mobile phones that function as credit cards are called \_\_\_\_\_.
1. mobile wallets
  2. e-cashes
  3. universal cards
  4. bitcoins
47. A(n) \_\_\_\_\_ is an independent party that holds a buyer's payment until the buyer receives the purchased item and is satisfied that the item is what the seller represented it to be.
1. snipe
  2. liquidation broker
  3. escrow service
  4. auctioneer
48. Smaller businesses often sell their unusable and excess inventory to \_\_\_\_\_, which are firms that find buyers for these items.
1. inventory specialists
  2. liquidation brokers
  3. inventory removal services
  4. secondary marketers

**TOTAL: 48 Marks**

### 8.5.5 Assignment 2 Semester 2

Chapters Covered	% of Yearmark	Assignment Type	Unique Number	Due Date
7 – 12	10%	True/false and multiple choice questions	864230	20 August 2018
<b>Please submit this assignment online on myUnisa</b>				

The following questions are true or false questions. Provide your answer by selecting 1 for true and 2 for false, e.g. 49. 2

1. In general, contracts are invalid if they are not in writing or signed.
  1. True
  2. False
  
2. Fictional characters cannot be trademarked.
  1. True
  2. False
  
3. The connection between a tax-paying entity and a government is called jurisdiction.
  1. True
  2. False
  
4. Ethics issues are significant in the area of online privacy because laws have not kept pace with the growth of the Internet and the Web.
  1. True
  2. False
  
5. Platform neutrality was a critical factor in the rapid spread and widespread acceptance of the Web.
  1. True
  2. False

6. A single client request always results in dozens or even hundreds of separate server responses to locate and deliver information.
  1. True
  2. False
  
7. Linux is a closed-source operating system software.
  1. True
  2. False
  
8. Few large centralized sites use load-balancing systems, at an additional expense, to assign the workload efficiently.
  1. True
  2. False
  
9. Web stores never use the same department names as their physical counterparts.
  1. True
  2. False
  
10. The entire cost of a middleware implementation is the cost of the software itself.
  1. True
  2. False
  
11. A small commerce site can have a very simple static catalog.
  1. True
  2. False
  
12. Supply chain management planning software helps companies develop coordinated demand forecasts using information from each participant in the supply chain.
  1. True
  2. False

13. Active content can pose a threat to the security of client devices.
1. True
  2. False
14. Signed code or messages serve the same function as a photo on a driver's license or passport.
1. True
  2. False
15. Any message traveling on the Internet is subject to secrecy, integrity, and necessity threats.
1. True
  2. False
16. One disadvantage of private-key systems is that encryption and decryption are significantly slower than public-key systems.
1. True
  2. False
17. Concerns about electronic payment methods include privacy and security, independence, portability, and convenience.
1. True
  2. False
18. Using digital cash provides an audit trail.
1. True
  2. False

19. Magnetic strip cards can send and receive information.
1. True
  2. False
20. For merchants, payment cards provide fraud protection.
1. True
  2. False
21. The rapid changes in hardware and software technologies simplify the estimation of information technology project costs.
1. True
  2. False
22. A weakness of return on investment is that it tends to emphasize short-run benefits over long-run benefits.
1. True
  2. False
23. Companies hire content creators to create content that is specific for their Web sites.
1. True
  2. False
24. The development times for all electronic commerce projects are relatively long.
1. True
  2. False

**The following questions are multiple choice questions. Select your answer by choosing the most appropriate answer/number, e.g. 49. 4**

25. In a(n) \_\_\_\_\_ policy approach, a company that collects information does not use the information for any other purpose unless the customer specifically chooses to allow that use.
1. opt-out
  2. lock-in
  3. fair-use
  4. opt-in
26. A(n) \_\_\_\_\_ statement is a statement that is false and that injures the reputation of another person or company.
1. defamatory
  2. warranty disclaimer
  3. implied
  4. copyright
27. A(n) \_\_\_\_\_ is the expression of willingness to take an offer, including all of its stated terms.
1. judicial comity
  2. tort
  3. acceptance
  4. consideration
28. \_\_\_\_\_ is a form of control over physical space and the people and objects that reside in that space, and is a defining characteristic of statehood.
1. Ethics
  2. Potential
  3. Legitimacy
  4. Power
29. In \_\_\_\_\_, a program running on a Web server creates a Web page in response to a request for specific information from a Web client.
1. client-side scripting
  2. server-level filtering
  3. server-side scripting
  4. client-level filtering
30. \_\_\_\_\_ Server has dominated the Web since 1996 because it is free and performs very efficiently.
1. Apache HTTP
  2. Microsoft IIS
  3. UNIX
  4. Linux



31. A \_\_\_\_\_ program sends data packets to every computer on the path between one computer and another and clocks the packets' round-trip times.
1. Telnet
  2. Tracert
  3. Ping
  4. Finger
32. A \_\_\_\_\_, when clicked, displays an error message rather than a Web page.
1. link checker
  2. computer virus
  3. filter
  4. dead link
33. A program transferring information from order entry systems in several different divisions to a single accounts receivable is an example of \_\_\_\_\_.
1. application integration
  2. data mining
  3. co-location
  4. interoperability
34. The W3C defines \_\_\_\_\_ as software systems that support interoperable machine-to-machine interaction over a network.
1. offline transactions
  2. Web services
  3. credit transactions
  4. programming languages
35. A \_\_\_\_\_ stores the information about items in a database, usually on a separate computer that is accessible to the server that is running the Web site itself.
1. shopping cart software
  2. transaction processing software
  3. dynamic catalog
  4. middleware
36. \_\_\_\_\_ is used to describe the characteristics of the logic units that make up specific Web services.
1. Web Services Description Language
  2. Universal Description, Discovery, and Integration Specification
  3. Representational State Transfer
  4. Simple Object Access Protocol

37. \_\_\_\_\_ are computer sleuths who are hired to probe PCs and locate information that can be used in legal proceedings.
1. Wardrivers
  2. Computer forensics experts
  3. Crackers
  4. Hackers
38. A \_\_\_\_\_ is a program hidden inside another program or Web page that masks its true purpose.
1. remote wipe
  2. Trojan horse
  3. digital certificate
  4. wardriver
39. \_\_\_\_\_ is the protection of individual rights to nondisclosure.
1. Secrecy
  2. Privacy
  3. Necessity
  4. Sensitivity
40. A \_\_\_\_\_ is a number that summarizes an encrypted information.
1. digital certificate
  2. hash function
  3. message digest
  4. hash algorithm
41. Payment cards with disposable numbers are known as \_\_\_\_\_.
1. charge cards
  2. single-use cards
  3. credit cards
  4. store-branded cards
42. A set of connections between banks that issue credit cards, the associations that own the credit cards, and merchants' banks is called a(n) \_\_\_\_\_.
1. check processing system
  2. zombie farm
  3. interchange network
  4. near field communication system
43. A \_\_\_\_\_ obtains authorization for a payment card transaction by sending the transaction's details to the interchange network and storing a record of the approval or denial.
1. back-end processor
  2. front-end processor
  3. server-side digital wallet
  4. client-side digital wallet

44. The basic structure of a \_\_\_\_\_ involves a perpetrator who sends e-mail messages to a large number of recipients who might have an account at a targeted Web site.
1. due diligence process
  2. money laundering process
  3. phishing attack
  4. chargeback scheme
45. Which of the following techniques measures the amount of income that will be provided by a specific current expenditure?
1. Optimal Inventory Analysis
  2. Cost analysis
  3. Total cost of ownership
  4. Return on Investment
46. A(n) \_\_\_\_\_ is a company that offers start-up companies a physical location with offices, accounting and legal assistance, computers, and Internet connections at a very low monthly cost.
1. public relations firm
  2. incubator
  3. distributor
  4. venture capital firm
47. The \_\_\_\_\_ staff functions include load estimation and load monitoring and designing and implementing fault-resistant technologies.
1. call center
  2. content creation
  3. database administration
  4. network operations
48. A(n) \_\_\_\_\_ should be a member of the internal team that sets the objectives for the project in case specific proposals for plan modifications and additional funding need to be made later on.
1. business manager
  2. Web programmer
  3. application specialist
  4. content creator

**TOTAL: 48 Marks**

### 8.5.6 Assignment 3 Semester 2

Chapters Covered	% of Yearmark	Assignment Type	Unique Number	Due Date
1 – 12	80%	Short and Essay questions	811702	10 September 2018
<b>Please submit this assignment in PDF file format online on myUnisa</b>				

**This assignment is an old examination paper. It will be valuable in preparation for the type of questions which you can expect in the examination.**

#### **Section A**

##### **QUESTION 1**

**[12]**

*The following questions are either true or false. Write down the question number and true or false, for example 2.16 False*

- 1.1 Using the value chain reinforces the idea that electronic commerce should be a business solution, not a technology implemented for its own sake.
- 1.2 The word "virtual," used as part of virtual private networks means that the network connection is permanent.
- 1.3 People spend less time at a sticky web site and are thus, exposed to very little advertising.
- 1.4 Viral marketing strategies have always been developed with the assumption that the company would communicate with potential customers directly.
- 1.5 The network purchasing model has one hierarchically structured firm negotiating purchase terms with several similarly structured supplier firms, playing each supplier against the others.

- 1.6 The types of products that work well for group shopping sites are branded products with well-established reputations.
- 1.7 Creations that can be copyrighted include virtually all forms of artistic or intellectual expression.
- 1.8 The basic web client/server model is a three-tier model.
- 1.9 Supply chain management planning software helps companies develop coordinated demand forecasts using information from each participant in the supply chain.
- 1.10 Active content is launched in a web browser automatically prior to the browser loading the web page containing active content.
- 1.11 In an offline cash storage system, a consumer does not personally possess digital cash, instead a trusted party holds the consumers' cash accounts.
- 1.12 The information used in project portfolio management differs somewhat from the information used to manage specific projects.

**QUESTION 2****[12]**

*Choose one correct answer, for example 2.16 a*

- 2.1 A(n) \_\_\_\_\_ is an independent firm that offers connection and transaction-forwarding services to buyers and sellers engaged in electronic data interchange.
- a. value-added network      b. freight forwarder
- c. business incubator      d. online retailer

- 2.2 \_\_\_\_\_ creates a private passageway through the public Internet that provides secure transmission from one computer to another.
- a. IP tunneling      b. Circuit switching
  - c. Encapsulation      d. Subnetting
- 2.3 One problem that the web presents for clothing retailers of all types is that \_\_\_\_\_.
- a. customers are unwilling to buy clothing on-line
  - b. the color settings on computer monitors vary widely
  - c. the web catalog revenue model is not flexible
  - d. online retail sales are not cost-effective
- 2.4 The practice of sending e-mail messages to people who request information on a particular topic or about a specific product is called \_\_\_\_\_.
- a. junk e-mail      b. spam e-mail
  - c. opt-in e-mail      d. bulk e-mail
- 2.5 In \_\_\_\_\_, the company negotiates long-term contracts for most of the materials that it will need.
- a. replenishment purchasing      b. blanket purchasing
  - c. spot purchasing      d. tactical purchasing

- 2.6 People employed by a seller or an auctioneer to make bids on behalf of the seller are called \_\_\_\_\_.
- a. auction agents      b. faux bidders
  - c. shill bidders      d. auction dealers
- 2.7 If a company undertakes sufficient activities in a particular country, it establishes \_\_\_\_\_ with that country and becomes liable for filing tax returns in that country.
- a. jurisdiction      b. notice
  - c. terms of service      d. nexus
- 2.8 \_\_\_\_\_ programs calculate and display the number of hops between computers and the time it takes to traverse the entire one-way path between machines.
- a. Route-tracing      b. Indexing
  - c. Benchmarking      d. Link checker
- 2.9 One way the shopping cart software stores information about specific shoppers and their purchases is by creating \_\_\_\_\_.
- a. web logs      b. cookies
  - c. IP addresses      d. filters
- 2.10 The term \_\_\_\_\_ describes the process of hiding information within another piece of information.
- a. wiretapping      b. steganography
  - c. authentication      d. decryption

- 2.11 A set of connections between banks that issue credit cards, the associations that own the credit cards, and merchants' banks is called a(n) \_\_\_\_\_.  
a. check processing system      b. zombie farm  
c. interchange network          d. near field communication system
- 2.12 A(n) \_\_\_\_\_ is a person with specific training or skills in tracking costs and the accomplishment of specific objectives in an electronic commerce initiative.  
a. web programmer      b. content manager  
c. project manager      d. application programmer

### QUESTION 3

[10]

Michael Porter introduced the idea of value chains in businesses to organize the activities of each strategic business unit. In your answer indicate what the primary and supporting activities organised by a value chain for a strategic business unit are.

## SECTION B

---

***Some of the questions in Section B pertain to the following case study:***

Bèbè Exclusive design is a sole proprietorship (online business) which sells designer baby clothes to clients. The e-commerce business idea started when Gabriella (the owner) designed and made a christening gown for her baby. The gown's design was not traditional but modern, young mothers loved the design.

Gabriella shared the photos of her baby on Facebook and Instagram. Gabriella belongs to a group on Facebook where young mothers can ask questions and share their tips on caring for new babies. The



response from Gabriella's post on Facebook groups as well as on Instagram resulted in numerous queries from mothers who wanted custom designed gowns for their babies.

She started by employing two seamstresses and the business escalated to a gross income of one million two hundred thousand rand per year.

In order to reduce the transaction fees charged by BidorBuy, Etsy and other online intermediaries, Gabriella decided to design and develop her own web site.

Due to the shortages in trained seamstresses, a lack of locally produced high quality material and increased import taxes, the company faces challenges in increased production of quality designer baby clothes.

**QUESTION 4****[7]**

What are the SWOT analysis questions that an analyst should be asking to identify Bèbè Exclusive design's strengths and weaknesses?

**QUESTION 5****[4]**

Identify the four key rules for message handling.

**QUESTION 6****[10]**

In order for Bèbè Exclusive design's website to meet customer requirements, the web designers should follow guidelines when the web site is created. List the guidelines that must be followed by web designers when creating a web site that is intended to meet the specific needs of Bèbè Exclusive design customers.

**QUESTION 7****[10]**

Bèbè Exclusive design has several loyal customers. As the outsourced marketing executive, explain to Gabriella the different characteristics of the five stages of customer loyalty.

**QUESTION 8** [4]

Differentiate between purchasing activities and procurement activities.

**QUESTION 9** [5]

How does proxy bidding work on eBay?

**QUESTION 10** [5]

Bèbè Exclusive design had customer complaints regarding customers whose privacy had been violated. What guidelines should Bèbè Exclusive design acknowledge for respecting the use of their customer data privacy and the importance of maintaining customers' trust?

**QUESTION 11** [2]

Explain the factors required to measure a server's web page delivery capability.

**QUESTION 12** [5]

You are the web designer and analyst of a large software company. Gabrielle wants a web site which could be very expensive to create and maintain. Explain to Gabrielle (the owner of Bèbè Exclusive design) the different software components that large and complex e-commerce sites can include in addition to a catalogue display, shopping cart capabilities, and transaction processing.

**QUESTION 13** [7]

How is a buffer vulnerable to security threats?

**QUESTION 14** [5]

How are phishing attacks used for identity theft?

**QUESTION 15** [2]

What are the most important factors to evaluate when selecting a hosting service?

**TOTAL: 100**

## 8.6 Other assessment methods

There are no other assessment methods.

## 8.7 The examination

To prepare adequately for your examination, please read *Studies@Unisa* brochure for general examination guidelines and examination preparation guidelines.

Please refer to the exam study guidelines in order to prepare for the exam, which will be available on myUnisa.

### 8.7.1 Examination admission

You have to hand in Assignment 01, 02 and 03 to gain admission to the examination.

### 8.7.2 Final mark calculation

The final mark is calculated as follows:

Final mark = (year mark x 0.2) + (examination mark x 0.8)

For example: if you have 53% for your year mark and 50% for your examination mark, we would calculate your final mark as follows:

$$\begin{aligned} \text{Final mark} &= (53 \times 0.2) + (50 \times 0.8) \\ &= (10.6) + (40.0) \\ &= 50.6 \end{aligned}$$

To pass the module you have to achieve a final mark of 50% or more.

### 8.7.3 Examination period

This module is offered in a semester of 15 weeks. If you registered for the first semester, you will write the examination in May/June 2018, and, if you registered for the second semester, you will write the examination in October/November 2018.

### 8.7.4 Duration of examination paper

You will write one two-hour paper.

## **9 SOURCES CONSULTED**

The prescribed electronic version of the textbook by Schneider.

## **10 CONCLUSION**

All information you need is in this tutorial letter. If you need more information, please contact your lecturer via phone, e-mail or myUnisa.

Visit myUnisa at least once a week to find more information that may be important for this module.

## **11 ADDENDUM**

### **11.1 EXAMPLE CASE STUDY**

This outlines the case study of the May/June 2015 exam paper. It also includes the solution which you can refer to. This will help you to understand and prepare for answering case study related questions in the exam.

#### **Case study – Exam question paper May/June 2015**

Exotic Holidays Travel Agency opened in 2010. The company started off in a small shopping centre in Johannesburg and employed two travel agents. Within a year they became the most preferred travel agent in that area. The owner of Exotic Holidays Travel Agency soon realised the growth potential in the market and within three years they had branches in Johannesburg, Cape Town, Durban and Bloemfontein. Exotic Holidays Travel Agency was dynamic and adapted fast to the changes in the market, and they ensured that their staff was exceptionally well trained in the services they offered.

They structured the business according to the main services offered, namely:

- Accommodation
- Transport: flights, car rental, bus and train transport
- Comprehensive travelling packages

The vision of Exotic Holidays Travel Agency was to become the most preferred travel agency in South Africa, delivering fast, affordable and unique travelling options to the market. In 2013 they won an award from the National South African Travelling Board for the Travel Agency providing the best customer service.

They further lived their vision by implementing a strategy to better service their customers by specialising in specific markets, such as island holidays, African safaris, ski trips, family tours, short breaks and long tours. This enabled Exotic Holidays Travel Agency to meet very specific customer needs and to tailor holiday packages according to each customer's requirements. The staff shared the purpose of servicing customers efficiently and always aimed at delivering professional services as fast as possible. To enable staff to work well they regularly sent their staff to travel update workshops and subscribed to travel alert services. The company also awarded each staff member one trip a year to one of the top 10 travelling destinations of their customers to enable staff to design the travel packages better.

Exotic Holidays Travel Agency had a website where they published their key services and contact numbers. However, the website content was not updated regularly.

Exotic Holidays Travel Agency was so focussed on delivering to their customers that they paid less attention to the maintenance of the office buildings and IT systems. In the Cape Town office the water pipes cracked a year ago, which led to water damage and all printed travelling books were destroyed. The computer equipment was also damaged. Exotic Holidays Travel Agency did not have a business continuity plan in place and hence lost all Cape Town customer information. This put them in a disadvantage to competitors as they could not send out any communication or marketing material to their Cape Town customers. Exotic Holidays Travel Agency had to invest in repairing the Cape Town office building, the furniture, computer equipment and printing of travelling books. These expenses with rent increases resulted in some financial constraints. A few months ago one of the staff members opened an unsolicited e-mail attachment which resulted in a computer virus that affected their network and they could not send any e-mails for two days. They realised that their anti-virus software license had expired.

In 2013 the Protection of Personal Information Act (PoPI) was promulgated in South Africa. As such, certain conditions will apply when companies process personal information of customers. This regulatory requirement impacts on the manner that Exotic Holidays Travel Agency processes and uses their customer information. Customers will in future have to opt in for marketing letters and Exotic Holidays Travel Agency will have to maintain the opt-in lists for all the offices. A privacy statement will also be required for customers, specifying how their personal information would be used and be protected by Exotic Holidays Travel Agency. This will result in challenges from an IT perspective to secure the data and the impact on the business processes.

Many customers asked Exotic Holidays Travel Agency if they can do bookings online using their mobile devices. This was a challenge as the IT system used by Exotic Holidays Travel Agency did not support this. From a technology perspective, Exotic Holidays Travel Agency had to identify ways to overcome this obstacle. As a result they planned an ecommerce website as well as developing a mobile application (app) for customers. There were also a number of new travelling agency applications that they could use as a back-end to the ecommerce website, which would allow for Electronic Data Interchange (EDI) with the airlines.

Some of Exotic Holidays Travel Agency's competitors already serviced their customers using mobile apps and others already used PoPI as a marketing differentiator, stating that they protected customer data in line with the PoPI requirements.

To continue growth in the market, Exotic Holidays Travel Agency identified that by expanding their business to an e-commerce website they will expand their customer market beyond the borders of South Africa and thereby expand their vision for the next few years.

### **Question**

List the 12 questions that you should ask to conduct a SWOT analysis for Exotic Holidays Travel Agency, together with the answers to these questions from the case study information. The questions should relate to the strengths, weaknesses, threats and opportunities.

Provide the heading (for example, Strengths), list each SWOT question and directly after each question provide your answer from the case study. Then do the next section, for example, Weaknesses.

(Each question will count one mark and each answer will count one mark).

### **Case study solution**

The solution outlines possible answers from the case study for which marks are allocated. Marks are not allocated for answers if the question is incorrect.

### **Strengths**

#### **What does the company do well? (1)**

- They are dynamic (1) adapt fast to changes (1) train their staff (1) structured the business according to the services they offered (1) specialized (1)
- Most preferred Travel Agency, delivering fast, affordable and unique traveling options to market (1)
- In 2013 they won a prize of the National South African Travelling Board for the Travel Agency providing the best customer service. (1) (Can also say this here)

#### **Is the company strong in its market? (Also, related terms like established/leader) (1)**

- Yes, they expanded from one office in Johannesburg to offices in , Cape Town, Durban and Bloemfontein.(1)
- They became the most preferred company in the area they started off (1)
- In 2013 they won a prize of the National South African Travelling Board for the Travel Agency providing the best customer service. (1)

#### **Does the company have a strong sense of purpose and the culture to support that purpose? (1)**

- The staff shared the purpose of servicing customers efficiently and always aimed at delivering professional services as fast as possible. (1)
- To enable staff to work well together they regularly went on travel update workshops, subscribed to travel alert services and each staff member was awarded one trip a year

of the top 10 travelling destinations of their customers to enable staff to design the travel packages better.(1)

- Trained staff (1)
- Good customer service (1) e.g. team worked together
- Won prize is an output of good culture (1)

### **Weaknesses**

#### **What does the company do poorly (not weak/neglected/weakness)? (1)**

- There was no business continuity plan or backups (1)
- Information on the website was not updated regularly (1)
- No maintenance on the buildings (1)

#### **What problems (challenges) could be avoided? (1)**

- Increase in rent (1)
- Water pipe leakage through proper maintenance (1)
- Backups could have prevented lost customer data (1)
- Business continuity plan should have been in place (1)
- Earlier planning for PoPI requirements
- Earlier planning for ecommerce (1) and a mobile app (1)

#### **Does the company have serious financial liabilities (financial constraints/losses)? (1)**

- Not serious, but they do have a liability in terms of repairing the Cape Town office (1) and Cape Town customer data that was lost. (1)
- Depending on answer and motivation give mark (Some say yes, some say no)

### **Threats**

#### **What are competitors doing well? (1)**

- Using of mobile app (1)
- Using PoPI as a marketing differentiator (1)
- Ecommerce (1)



**What obstacles (threats) does the company face? (1)**

- Meeting customer demands by developing an ecommerce site to conduct online bookings (1)
- Developing an app for cellphones to do online bookings (1)
- Financial – rent, maintenance of Cape Town office (1)
- IT system maintenance (1)
- Updating the anti-virus software and renewing the license (1)

**Are there troubling changes in the company's business environment (technologies, laws and regulations)? (1)**

- The Protection of Personal Information Act (1)
- Using of mobile apps and websites (1)
- Cyber attacks / viruses (1)

**Opportunities****Are industry trends moving forward? (1)**

- Yes, online, mobile apps (1)
- Expand ecommerce website (1)

**Do new markets (growth in market) exist for the company products/services? (1)**

- Yes, global customers via the ecommerce website (1)
- Opt in (1)
- Africa, other countries (1)
- Different types of packages e.g. ski / island holidays (1)

**Are there new technologies that the company can exploit? (1)**

- Yes, applications that allow for EDI with airlines. (1)
- Yes, mobile apps (1)
- Ecommerce (1)