



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

PEPERIKSAAN AKHIR SEMESTER I SESI 2009/2010

NAMA MATA PELAJARAN : PEMBANGUNAN APLIKASI E-DAGANG
KOD MATA PELAJARAN : DIT 3254
KURSUS : 3 DIT
TARIKH PEPERIKSAAN : NOVEMBER 2009
JANGKA MASA : 3 JAM
ARAHAN : JAWAB SEMUA SOALAN.

Instruction: Answer **ALL** questions.

- Q1** (a) Define E-Government. (2 marks)
- (b) Discuss **SIX (6)** stages of E-Government. (18 marks)
- Q2** (a) List **FIVE (5)** business models for e-commerce (5 marks)
- (b) Give **FIVE (5)** methods of valuing an e-commerce business. (5 marks)
- (c) Discuss why Google purchased YouTube for \$1.65 billion in October 2006 although YouTube not making any profit yet. (10 marks)
- Q3** (a) Imagine you have written a program that you want to commercialize. Outline a design for a web-site for the wider dissemination or sale of the program. Actual HTML is not required, nor details of the program. Your answer should include:
- (i) elements of the business model and a description of any mechanism or legal framework needed
 - (ii) a high-level site map. Outline any special features, such as registration, tracking or subscriptions that you will need to implement
 - (iii) a sketch of a typical web page. Explain any features you use to enhance performance. (15 marks)
- (b) Explain how to market the site for a program mentioned in **Q3(a)** and drive traffic to it. (5 marks)

Q4 Given the following scenario,

A **blog** (a contraction of the term "**weblog**") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), and audio (podcasting). Micro-blogging is another type of blogging, featuring very short posts.

As of December 2007, blog search engine Technorati was tracking more than 112 million blogs.

Discuss **FIVE (5)** principles for building effective and profit making blog.

(20 marks)

Arahan: Jawab **SEMUA** soalan.

- S1** (a) Terangkan maksud E-Kerajaan. (2 markah)
- (b) Bincangkan **ENAM (6)** peringkat pembangunan E-Kerajaan. (18 markah)
- S2** (a) Senaraikan **LIMA (5)** model perniagaan untuk e-dagang. (5 markah)
- (b) Berikan **LIMA (5)** kaedah penilaian perniagaan e-dagang. (5 markah)
- (c) Bincangkan kenapakah Google membeli YouTube pada harga USD1.65 bilion pada tahun 2006, walaupun YouTube belum membuat sebarang keuntungan. (10 markah)
- S3** (a) Anda membangunkan satu perisian dan bercadang untuk memasarkannya. Jelaskan pembangunan laman web yang dapat membantu anda menjual perisian tersebut. Anda tidak perlu menyertakan kod aturcara bagi pembangunan laman web tersebut tetapi jawapan hendaklah mengandungi perkara berikut:
- (i) elemen model business dan penerangan-penerangan berkaitan mekanisme dan keperluan kerangka kerja yang mematuhi undang-undang e-dagang.
 - (ii) peta laman, termasuklah fungsi-fungsi seperti pendaftaran, penjejakan atau langganan yang anda akan lakukan
 - (iii) lakaran laman web termasuklah penerangan ciri-ciri yang membantu prestasi laman web tersebut dalam menarik pelanggan. (15 markah)
- (b) Jelaskan bagaimana anda memasarkan laman web untuk perisian yang dinyatakan dalam **S3(a)** dan menjana trafik untuk laman web itu. (5 markah)

S4 Diberi senario berikut,

A **blog** (a contraction of the term "weblog") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.

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Sumber: wikipedia

Bincangkan **LIMA (5)** prinsip membina blog yang efektif dan dapat menjana pendapatan dan keuntungan.

(20 markah)