Grade 13 A/L ICT · Lesson 12

Lesson 12 A/L Exam Practice: Questions and Answers

This practice paper assesses **Lesson 12: ICT in Business** (syllabus competency 12). Paper I has 30 five-option MCQs. Paper II Part A has four structured questions; Part B has three essays. Marking points are shown in brackets. Commission, conversion, gateway fee and profit answers were recomputed by code.

Paper I – Multiple choice questions (30)

1. The digital economy mainly depends on

A. steam engines
B. digital networks and ICT
C. hand carts only
D. paper ledgers only
E. cash registers alone

2. In a reverse auction, sellers typically

A. close all shops
B. raise prices together
C. bid the price down
D. ban the Internet
E. ignore the buyer

3. Group purchasing of a Rs. 12000 item at 15% off costs

A. Rs. 12000
B. Rs. 15000
C. Rs. 6000
D. Rs. 10200
E. Rs. 9000

4. A firm with shops and a website is

A. offline only
B. brick and click
C. pure click
D. cash-only
E. pure brick

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5. SCM with ICT mainly helps

A. write poems
B. paint walls
C. ban email
D. ignore stock
E. track suppliers, logistics and stock

6. A payment gateway sits between the buyer and the

A. CRT monitor
B. bank / card network
C. floppy disk
D. keyboard only
E. printer only

7. Sale Rs. 2500 at 2.9% + Rs. 30 gateway fee is

A. Rs. 500
B. Rs. 200
C. Rs. 50
D. Rs. 102
E. Rs. 10

8. Marketplace commission on Rs. 4500 at 8% is

A. Rs. 450
B. Rs. 900
C. Rs. 45
D. Rs. 100
E. Rs. 360

9. Encrypting card data in transit mainly uses

A. CRT glow
B. HTTPS / TLS
C. loudspeakers
D. plain HTTP only
E. postcard mail

10. A privacy risk in e-commerce is

A. cheaper ads
B. faster delivery
C. more PDF manuals
D. misuse of customer personal data
E. wider stock

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11. E-commerce mainly means

A. only offline shops
B. only radio ads
C. buying and selling online
D. only writing letters
E. only printing invoices

12. E-business is best described as

A. one fax machine
B. paper files only
C. blackboard notices
D. cash only
E. wider electronic processes across the firm

13. An online clothing shop selling to shoppers is

A. B2B only
B. G2C only
C. B2E only
D. B2C
E. C2B only

14. Citizens filing tax online is mainly

A. G2C
B. B2E
C. B2B
D. C2B
E. C2C

15. Consumers selling to each other on a classified site is

A. pure brick
B. B2B
C. C2C
D. B2E
E. G2C

16. A firm’s intranet leave system for staff is

A. C2C
B. B2C retail
C. G2C
D. pure click only
E. B2E

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17. A virtual storefront is

A. a firm’s own online shop
B. a government tax form
C. a paper catalogue only
D. a CRT monitor
E. a floppy disk

18. An online marketplace with many sellers often uses

A. steam power
B. vinyl ads
C. punched cards
D. CRT printing
E. a commission model

19. Seller receives Rs. 4140 when price is Rs. 4500 at 8% commission

A. Rs. 4140
B. Rs. 1000
C. Rs. 5000
D. Rs. 360
E. Rs. 4500

20. A portal mainly

A. organises search, news and links as an entry point
B. prints newspapers only
C. mines coal
D. builds cars
E. sells only one SKU forever

21. E-marketing mainly uses

A. only fax blasts
B. digital / Internet channels
C. only printed posters
D. only radio jingles
E. only door-to-door visits

22. Conversion rate for 175 orders from 5000 visits is

A. 0.35%
B. 35%
C. 50%
D. 3.50%
E. 10%

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23. After the campaign, 360 / 8000 equals

A. 45%
B. 3.5%
C. 1%
D. 8%
E. 4.50%

24. AI tools in marketing are mainly used to

A. predict behaviour and personalise offers
B. replace all shops overnight
C. ban databases
D. print punch cards
E. power steam engines

25. Competitive advantage through ICT means

A. higher postage always
B. an edge over rivals from better digital use
C. slower service on purpose
D. ignoring customers
E. banning websites

26. Mobile marketing reaches customers on

A. only fax machines
B. only mainframes
C. phones and other mobile devices
D. only desktop CRTs
E. only typewriters

27. Offline profit for 100 units with margin Rs. 500 and cost Rs. 200 is

A. Rs. 30000
B. Rs. 20000
C. Rs. 10000
D. Rs. 45000
E. Rs. 5000

28. Online profit with cost Rs. 50 instead is

A. Rs. 30000
B. Rs. 20000
C. Rs. 1000
D. Rs. 45000
E. Rs. 5000

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29. Reverse-auction saving from Rs. 80000 to Rs. 65500 is

A. Rs. 65500
B. Rs. 1000
C. Rs. 14500
D. Rs. 50000
E. Rs. 80000

30. Repeat-rate lift from 20% to 35% is

A. 20 percentage points
B. 5 percentage points
C. 15 percentage points
D. 50 percentage points
E. 0 percentage points

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Paper II Part A – Structured questions

1. Digital economy and organisations *(8 marks)*

(i) Define the digital economy and describe reverse auctions, group purchasing and e-marketplaces. *(3 marks)*
(ii) Compare pure brick, brick and click and pure click. *(3 marks)*
(iii) State two business functions where ICT is used, including SCM. *(2 marks)*

2. Payments and calculations *(8 marks)*

(i) Describe a payment gateway, encryption and a third-party system. *(3 marks)*
(ii) Calculate marketplace commission on Rs. 4500 at 8% and gateway fee on Rs. 2500 at 2.9% + Rs. 30. *(3 marks)*
(iii) State one privacy threat and one commercialisation opportunity. *(2 marks)*

3. E-commerce and e-business *(8 marks)*

(i) Distinguish e-commerce and e-business. *(3 marks)*
(ii) List six transaction types with one-line meanings. *(3 marks)*
(iii) Name two e-business models and what each does. *(2 marks)*

4. E-marketing and mobile *(8 marks)*

(i) Define e-marketing and give two web-advertising examples. *(2 marks)*
(ii) Calculate conversion for 175/5000 and 360/8000. *(3 marks)*
(iii) Describe databases/AI in marketing and two mobile methods. *(3 marks)*

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Paper II Part B – Essay questions

1. ICT across the business *(10 marks)*

(i) Explain the role of ICT in accounting, HR, production, marketing, SCM and communication. *(4 marks)*
(ii) Discuss pure brick versus brick and click with a profit comparison (offline cost Rs. 200, online Rs. 50, margin Rs. 500, 100 units). *(3 marks)*
(iii) Evaluate threats and opportunities in e-commerce for a Sri Lankan retailer. *(3 marks)*

2. Models and money *(10 marks)*

(i) Compare virtual storefront, online marketplace and portal. *(3 marks)*
(ii) Work out commission on Rs. 4500 at 8%, seller amount, and gateway fee on Rs. 2500. *(4 marks)*
(iii) Argue advantages and disadvantages of e-business for a small firm. *(3 marks)*

3. Marketing calculations and mobile *(11 marks)*

(i) Explain conversion rate and compute both example rates (3.50% and 4.50%). *(4 marks)*
(ii) Describe how databases and AI create competitive advantage, including the 15-point repeat-rate lift. *(4 marks)*
(iii) Design a mobile marketing plan with three channels and a privacy rule. *(3 marks)*

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Exam tips

- Digital economy = trade on digital networks.
- Methods: reverse auction, group purchasing, e-marketplace.
- Orgs: pure brick / brick and click / pure click.
- Remember SCM with the other business functions.
- Gateway + encryption + PayPal + micro-payments.
- E-commerce ⊂ e-business (usually).
- Six types: B2B B2C C2C C2B B2E G2C.
- Seven models: storefront, broker, marketplace, content, service, portal, community.
- Commission = price × rate; seller = price − commission.
- Conversion = orders ÷ visits × 100.
- Mobile: SMS, apps, QR, social, location + privacy.
- Beyond boxes (LankaQR, on-device AI) are interest only.

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Answers and explanations

Paper I

1. **B** – Networks + ICT.
2. **C** – Price falls.
3. **D** – 12000×0.85.
4. **B** – Hybrid.
5. **E** – Supply chain.
6. **B** – Banks.
7. **D** – round(2500×0.029+30).
8. **E** – 4500×0.08.
9. **B** – TLS.
10. **D** – Data misuse.
11. **C** – Online trade.
12. **E** – Broader than commerce.
13. **D** – Business → consumer.
14. **A** – Government → citizen.
15. **C** – C2C.
16. **E** – Business → employee.
17. **A** – Own shop.
18. **E** – Commission.
19. **A** – 4500−360.
20. **A** – Entry site.
21. **B** – Digital channels.
22. **D** – 175/5000×100.
23. **E** – 360/8000.
24. **A** – Predict + personalise.
25. **B** – Edge via ICT.
26. **C** – Mobile devices.
27. **A** – 100×(500−200).
28. **D** – 100×(500−50).
29. **C** – 80000−65500.
30. **C** – (0.35−0.20)×100.

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Paper II Part A – model answers and marking points

1. *(8 marks)*

(i) (3 marks)

Definition (1); three methods (2).

Digital economy – new business methods



Digital economy = buying, selling and services that run on digital networks.

ICT cuts cost, widens reach and creates new methods such as auctions and marketplaces.

Digital methods.

(ii) (3 marks)

One mark each.

Pure brick · Brick and click · Pure click



Many Sri Lankan retailers move from pure brick toward brick and click.

Org types.

(iii) (2 marks)

SCM (1); any other function (1).

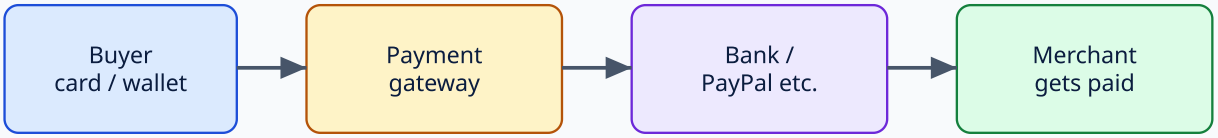
🎯 Examiner tip: name a Sri Lankan example for brick and click.

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2. *(8 marks)*

(i) (3 marks)
Gateway (1); encryption (1); PayPal-style (1).

Secure payment mechanisms



Encryption (HTTPS/TLS) protects card data in transit.

Third-party systems (PayPal) and micro-payments (e.g. Bitcoin) are also used.

Gateway fee example: Rs. 2500 × 2.9% + 30 ≈ Rs. 102; merchant nets Rs. 2398.

Pay flow.

(ii) (3 marks)
Commission Rs. 360 (1); fee Rs. 102 (2).

(iii) (2 marks)
Privacy (1); opportunity (1).

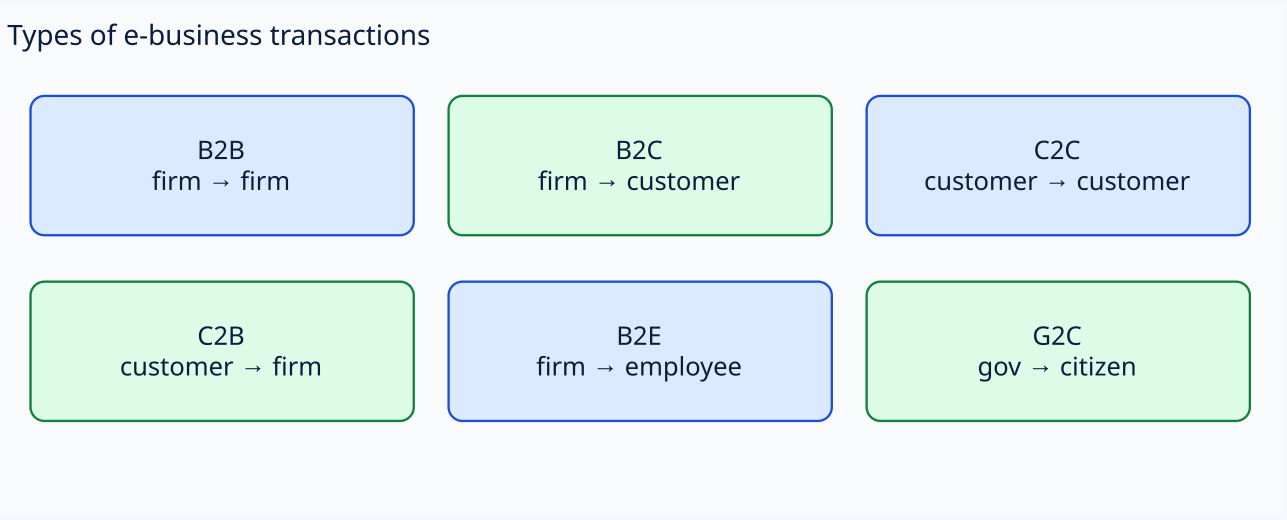
🎯 Examiner tip: show the formula for every money answer.

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3. *(8 marks)*

(i) (3 marks)
Definitions (2); scope note (1).

(ii) (3 marks)
B2B B2C C2C C2B B2E G2C (3).



Types.

(iii) (2 marks)
Two models with roles (2).

🎯 Examiner tip: keep B2E and G2C distinct.

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4. *(8 marks)*

(i) (2 marks)

Definition (1); two ads (1).

E-marketing and databases



Conversion rate = orders ÷ visits × 100. Example: 175 / 5000 = 3.5%.

Mobile marketing reaches customers on phones with SMS, apps and location offers.

E-marketing.

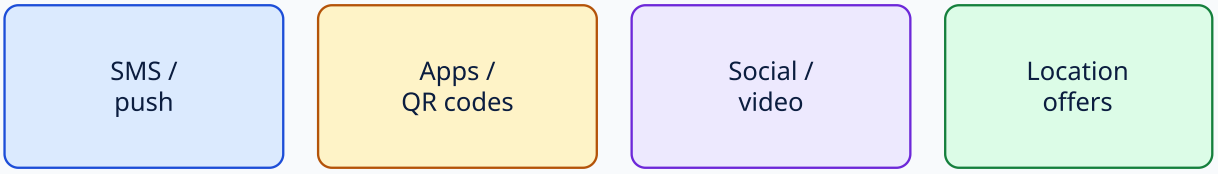
(ii) (3 marks)

3.50% (1); 4.50% (1); method (1).

(iii) (3 marks)

DB/AI (1); two mobile methods (2).

Mobile marketing channels



Reach customers anytime; keep offers relevant and respect privacy.

Mobile.

🎯 Examiner tip: write %% after every conversion answer.

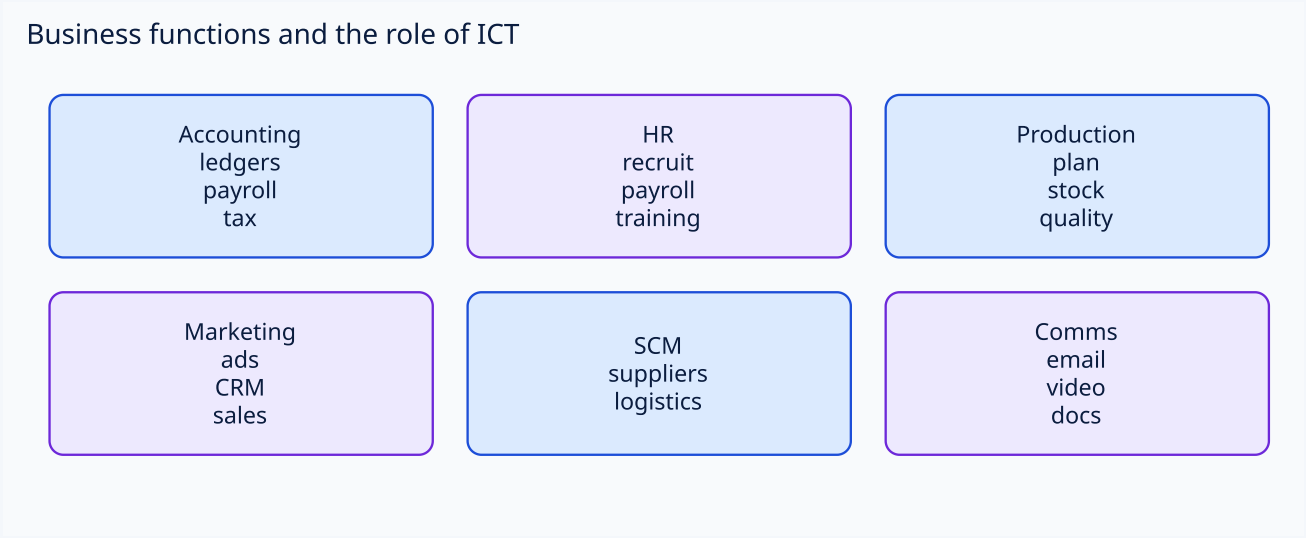
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Paper II Part B – model answers and marking points

1. *(10 marks)*

(i) (4 marks)

Clear role for each of four+ functions including SCM (4).



Functions.

(ii) (3 marks)

Org contrast (1); offline Rs. 30000 and online Rs. 45000 (2).

(iii) (3 marks)

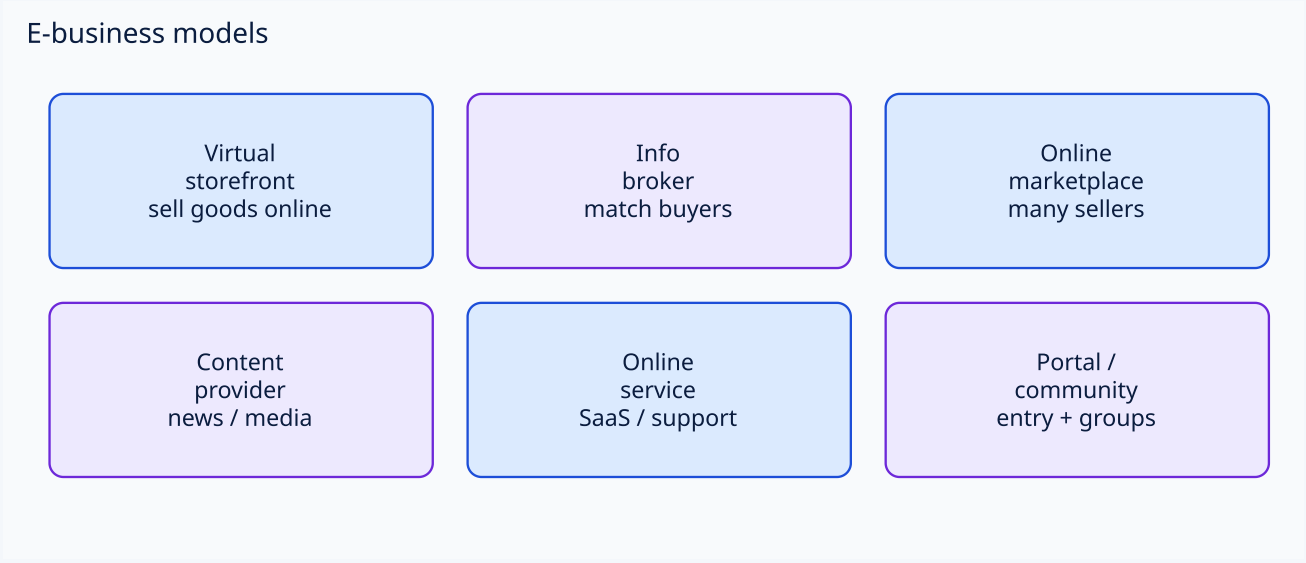
Privacy (1); commercialisation (1); local example (1).

🎯 Examiner tip: always name SCM in full once.

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2. *(10 marks)*

(i) (3 marks)
One mark each.



Models.

(ii) (4 marks)
Comm Rs. 360 (1); seller Rs. 4140 (1); fee Rs. 102 with formula (2).

(iii) (3 marks)
Three advantages (2); two disadvantages (1).

🎯 Examiner tip: show Rs. units on every money line.

3. *(11 marks)*

(i) (4 marks)
Definition (1); both calculations (3).

(ii) (4 marks)
DB (1); AI (1); lift (1); CRM / advantage link (1).

(iii) (3 marks)
Three channels (2); consent/opt-out (1).

🎯 Examiner tip: never invent rates – use the ones in the question.

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