



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **MGT1423 E-Commerce**

Semester & Year : Jan 2022 – Apr 2022

Lecturer/Examiner : Mr Goh Poh Kim

Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:

**PART A (30 marks) : THIRTY (30) Multiple Choice Questions. Answer all of them; answers are to be written in the Answer Booklet provided.**

**PART B (70 marks) : FIVE (5) Short Answer Questions. Answer all of them; answers are to be written in the Answer Booklet provided.**

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.

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

4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 7 (Including the cover page)**

**PART A** : **MULTIPLE CHOICE QUESTIONS. (30 MARKS)**  
**INSTRUCTION(S)** : Answer **ALL** 30 questions in the Answer Booklet(s) provided.

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**END OF PART A**

**PART B** : **SHORT ANSWER QUESTIONS (70 MARKS)**  
**INSTRUCTION(S)** : **FIVE (5)** short answer questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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1. Define the following terms related to E-Commerce:
  - a) B2C
  - b) Domain Name
  - c) Landing page
  - d) M-commerce
  - e) Conversion Rate

(10 marks)
  
2. E-Commerce merchant software is an important system where customers access it to perform the purchases. Describe **FIVE (5)** features of such system available for their customers.

(15 marks)
  
3. Social media platform such as Facebook and others are mostly integrated with the E-Commerce platform. Discuss **FIVE (5)** advantages for a company to utilize social media platform.

(15 marks)
  
4. Many retailers are using multi-channel marketing plan to market their products during pandemic period. Explain **FIVE (5)** available marketing channels.

(15 marks)
  
5. There are many methods a company can protect itself when connected to the internet to conduct business transactions. Propose **FIVE (5)** such methods.

(15 marks)

**END OF EXAM PAPER**