



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID :

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Student ID (in words) : _____

Course Code & Name : **MGT1423 E-COMMERCE**
Trimester & Year : January – April 2018
Lecturer/Examiner : Saravanamalar Surarajah
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (50 marks) : FIFTY (50) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (50 marks) : FIVE (5) short answers. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 11 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

1. Discuss the **FIVE (5)** unique features of e-commerce technology. (10 marks)
- 2 a. Explain the **FIVE (5)** processes for analyzing ethical dilemmas. (5 marks)
b. Describe the **FIVE (5)** steps for developing an E-commerce Security Plan. (5 marks)
3. Propose the **TEN (10)** tools available to achieve e-commerce site security. (10 marks)
- 4 a. Define mobile commerce. (2 marks)
b. There are **FOUR (4)** unique features that must be taken into account when designing a mobile web presence. Describe these **FOUR (4)** features and their implications using the Table 1.0. (8 marks)

Feature	Implications for mobile platform

Table 1.0

5. Illustrate the moral dimensions of an Internet and e-commerce society, with a diagram. (10 marks)

END OF EXAM PAPER