



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BGN2308 E-Commerce**
 Semester & Year : May 2016 - August 2016
 Lecturer/Examiner : Mr Goh Poh Kim
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

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

PART A (60 marks) : FOUR (4) Short Answer Questions. Answer all of them; answers are to be written in the Answer Booklet provided.

PART B (40 marks) : TWO (2) Essay 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 of Hospitality 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 of Hospitality.

Total Number of pages = 2 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

- 1 Explain any **FIVE(5)** major benefits of B2B for buyers and sellers. (15 marks)
- 2 Identify any **THREE(3)** categories of e-government. For each category, identify one performance objective. (15 marks)
- 3 Explain any **THREE(3)** technical limitations of mobile computing. (15 marks)
- 4 Describe any **THREE(3)** major components for protecting internal information flow inside an organization. (15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) essay questions. Answer ALL questions in the Answer Booklet(s) provided.

- 1 Online payment is an essential part of the e-commerce eco-system. It plays a significant role in ensuring the smooth completion of transaction process.
 - (a) Discuss any **THREE(3)** factors that come into play in determining the success of e-payment. (9 marks)
 - (b) What is a fraudulent transaction? Provide any **THREE(3)** costs an online merchants incur for fraudulent transactions? (11 marks)
- 2 Nowadays, there are many e-commerce sites available for consumers to visit to. As a designer of a newly developed e-commerce site:
 - (a) Provide any **THREE(3)** guidelines that enable you to design a successful site. (9 marks)
 - (b) What is a Webstore? Provide any **THREE(3)** webstore capabilities that either sellers or buyers required. (11 marks)

END OF EXAM PAPER