



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **MGT1423 E-Commerce**
 Semester & Year : May 2017 - August 2017
 Lecturer/Examiner : Mr Goh Poh Kim
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

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

PART A (50 marks) : FIFTY (50) Multiple Choice Questions. Answer all of them; answers are to be written in the Answer Booklet provided.

PART B (50 marks) : THREE (3) 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 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 = 11 (Including the cover page)

PART A : **MULTIPLE CHOICE QUESTIONS. ANSWER ALL QUESTIONS (50 MARKS)**
INSTRUCTION(S) : Answer **ALL** 50 questions in the Answer Booklet(s) provided. All questions carry equal mark, 1 mark each.

MCQ Removed.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S) : THREE (3) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Discuss **THREE (3)** security issues does IoT raise. (15 marks)

2. Define the following terms used in E-Commerce. (15 marks)
 - i. Marketing analytics software
 - ii. Big Data
 - iii. Web transaction logs

3. Describe the five-step process that can be used to analyze an ethical dilemma. (20 marks)

END OF EXAM PAPER