



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **MGT2523 E-COMMERCE**  
Trimester & Year : SEPTEMBER 2019 – DECEMBER 2019  
Lecturer/Examiner : Saravanamalar Surarajah  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : **FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**  
PART B (40 marks) : **TWO (2) essay questions. 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.

**PART A : SHORT ANSWER QUESTIONS (60 MARKS)**

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

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**Question 1**

Explain the process of TCP/IP and Packet Switching process, using a diagram. (15 marks)

**Question 2**

a) There are **FOUR (4)** types of auctions. Discuss all **FOUR (4)** of them. (12 marks)

b) Describe **THREE (3)** benefits of auctions. (3 marks)

[Total: 15 marks]

**Question 3**

a) Describe **EIGHT (8)** unique features of e-commerce technology. (8 marks)

b) Describe **SEVEN (7)** Malicious Code that may attack a network. (7 marks)

[Total: 15 marks]

**Question 4**

Explain the **FIVE (5)** stages in developing an E-commerce Security Plan. (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.**

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**Question 1**

Discuss **TEN (10)** tools available to achieve e-commerce site security. (20 marks)

**Question 2**

Discuss **TEN (10)** potential benefits of B2B E-commerce. (20 marks)

**END OF EXAMINATION PAPER**