



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1423 E-Commerce**  
Trimester & Year : SEP 2019 - DEC 2019  
Lecturer/Examiner : Mr Goh Poh Kim  
Duration : 2 Hours

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**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. ANSWER ALL QUESTIONS (30 MARKS)**  
**INSTRUCTION(S)** : Answer **ALL** 30 questions in the Answer Booklet(s) provided. All questions carry equal mark, 1 mark each.

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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. Explain **FIVE (5)** major benefits of E-commerce for consumers. (15 marks)
  
2. Define the following terms, with an example:
  - i) Online social network
  - ii) Auction
  - iii) Vertical commerce portal
  - iv) Contactless smart cards(10 marks)
  
3. Explain **FIVE (5)** advantages for companies to use social networking feature in their E-commerce platform. (15 marks)
  
4. Explain **FIVE (5)** features of the Internet that enable E-Commerce to expand rapidly. (15 marks)
  
5. Company can use a multi-channel marketing plan to market their products. Explain **FIVE (5)** available marketing channels. (15 marks)

**END OF EXAM PAPER**