



**FACULTY OF BUSINESS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT2523 E-COMMERCE**  
Semester & Year : Jan 2022 – Apr 2022  
Lecturer/Examiner : Goh Poh Kim  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (15 marks) : FIFTEEN (15) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (85 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 = 5 (Including the cover page)**

**PART A** : **MULTIPLE CHOICE QUESTIONS (15 MARKS)**  
**INSTRUCTION (S)** : **FIFTEEN (15)** multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.

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**END OF PART A**

**PART B** : **SHORT ANSWER QUESTIONS (85 MARKS)**  
**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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1. It is said that a business will face many challenges if they want to start an e-commerce platform especially for small businesses. Explain **FOUR (4)** challenges faced by them to adopt e-commerce.  

(10 marks)
2. Other than retailing or manufacturing, Small and Medium Enterprises also involve in providing business services such as consultation, travel, finance and others. Justify **FIVE (5)** reasons why these business services are ideal to be offered through a web site.  

(15 marks)
3. Nowadays it is very common for us to use a mobile device such as a smartphone or a tablet to purchase products or services online. Discuss **FOUR (4)** reasons for this phenomena.  

(20 marks)
4. The internet has revolutionise the traditional methods of marketing applied by companies. Discuss **FIVE (5)** impacts the Internet has had on marketing.  

(20 marks)
5. There are many cases of online users being fraud while conducting an e-commerce transaction. Explain **FIVE (5)** common online security threats.  

(20 marks)

**END OF EXAM PAPER**