BERJAYA
UNIVERSITY COLLEGE

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures)   : ☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Student ID (in Words)   : _____

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Course Code & Name	:	**MGT1423 E-Commerce**
Semester & Year	:	Jan 2024 – Apr 2024
Lecturer/Examiner	:	Asst. Prof. Goh Poh Kim
Duration	:	2 Hours

INSTRUCTONS 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)

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. Define the following terms related to E-Commerce:

   a) C2C
   b) IPv4
   c) Copyright
   d) Revenue model
   e) Mobile E-commerce

   (10 marks)

2. Define outsourcing. Discuss **THREE (3)** advantages of outsourcing E-Commerce development.

   (15 marks)

3. E-commerce platform provides many different types of payment system for their customers to use. Elaborate **THREE (3)** available such online payment services.

   (15 marks)

4. There are many online services a customer can engage with other than buying online products. Discuss **THREE (3)** available online services, provide an appropriate example for each services.

   (15 marks)

5. E-commerce is different from other commerce platform, such as TV commerce. Explain any **FIVE (5)** unique feature of e-commerce technology.

   (15 marks)

END OF EXAM PAPER