



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **MGT2523 E-Commerce**
 Semester & Year : January 2017 – April 2017
 Lecturer/Examiner : Mr Goh Poh Kim
 Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

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

PART A (60 marks) : FOUR (4) Short Answer Questions. Answer all of them; answers are to be written in the Answer Booklet provided.

PART B (40 marks) : THREE (3) Essay 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

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

1. B2C is one of the largest e-commerce business models. Discuss any **three (3)** benefits for business to operate this type of e-commerce business model. (15 marks)
2. E-Learning is a new trend for students and instructors alike. Explain any **three (3)** benefits a *student* will gain from this new learning environment. (15 marks)
3. M-commerce is the most preferable channel for e-commerce nowadays. Discuss any **three (3)** reasons for this phenomena. (15 marks)
4. Explain the first 3 stages of online purchasing decision process. (15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

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

KUALA LUMPUR: Small and medium enterprises (SMEs) that do not get involved in e-commerce will be left behind in the global marketplace, Malaysian International Chamber of Commerce and Industry (MICCI) president Datuk Wira Jalilah Baba. According to Malaysia Digital Economy Corporation, only about 10% of SMEs in Malaysia were involved in e-commerce in 2015. "We need a mind-changing capability among SMEs as well as other local companies. Only those who adopt technology will be able to sustain their capabilities and market share," she told reporters at the fourth Industrial Revolution conference and dialogue here yesterday.

"I would like to urge SMEs to constantly innovate and adopt technology so that they will not be left behind. Otherwise they might have to close shop," she added. Earlier, Dr V. Siva Balasingam, head of econometrics at the fiscal and economics division of the Finance Ministry, said SMEs' contribution to the country's gross domestic product (GDP) currently is still less than 50%, although it makes up 90% of businesses in Malaysia.

Source: Adapted from pg 15 SUNBIZ, January 17, 2017.

1. The SMEs can use e-commerce to build better relationship with their customers. Explain **four (4)** reasons how an e-commerce site can perform this more effectively. (16 marks)
2. Other than retailing or manufacturing, SMEs also involve in providing business services such as consultation, travel, finance and others. Justify **four (4)** reasons why these business services are ideal to be offered through a web site. (16 marks)
3. Briefly discuss **two (2)** challenges face by SMES in order to adopt e-commerce as encouraged by the government. (8 marks)

END OF EXAM PAPER