BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

Student ID (in Words) :

Course Code & Name	: **MGT1423 E-Commerce**
Trimester & Year	: January 2019 – April 2019
Lecturer/Examiner	: Mr 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)

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.

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)** solutions that an e-commerce can take to prevent from privacy or online threats.

   (15 marks)

2. Explain how E-Commerce can enhance these services, provide an example for each service:

   i. Finance
   ii. Insurance
   iii. Real estate
   iv. Travel
   v. Education

   (15 marks)

3. Explain any **FIVE (5)** online marketing and advertising tools that an e-commerce firm can apply.

   (15 marks)

4. Online users must be extra careful when conducting an e-commerce transactions. Explain any **FIVE (5)** common online security threats.

   (15 marks)

5. Define the following terms with an example:

   i. Online social network
   ii. Omni-channel merchants
   iii. Vertical commerce portal
   iv. Fintech
   v. IPv4

   (10 marks)

END OF EXAM PAPER