



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1423 E-Commerce**

Semester & Year : Jan 2021 – Apr 2021

Lecturer/Examiner : Mr Goh Poh Kim

Duration : 2 Hours

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. (30 MARKS)
INSTRUCTION(S) : Answer ALL 30 questions in the Answer Booklet(s) provided.

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.

1. Define outsourcing. Discuss **THREE (3)** advantages of outsourcing E-Commerce development.
(15 marks)
2. During the recent Movement Control Order for Covid-19, many Malaysians are engaging in online payment services. Discuss **THREE (3)** available online payment services.
(15 marks)
3. Many retailers are not interested in expanding their physical store presence in this pandemic period. Explain **three (3)** advantages for retailer to embark on E-commerce Retail.
(15 marks)
4. Whether you are visiting a retail store or do online shopping, the purchasing process is similar. Explain any **three (3)** stages of online purchasing decision process.
(15 marks)
5. Define the following terms with an example:
 - i) Online social network
 - ii) Big data
(10 marks)

END OF EXAM PAPER