



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 : May - August 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 the following terms used in E-Commerce:
 - a. Attrition rate
 - b. Marketing analytics software
 - c. Big Data
 - d. Web transaction logs
 - e. Social Network

(15 marks)

2. Many consumers now are using a smartphone to do online purchase. Describe **THREE (3)** factors that influence the increase of m-commerce usage.

(15 marks)

3. Define online payment. Elaborate **TWO (2)** available methods for online payment.

(10 marks)

4. There are many marketing channels a company can utilise. Explain **THREE (3)** marketing channels.

(15 marks)

5. Consumers like to purchase products online. Explain **FIVE (5)** major benefits of using an E-commerce platform for consumers.

(15 marks)

END OF EXAM PAPER