

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1423 E-Commerce**
Trimester & Year : MAY 2019 - AUGUST 2019
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 Multiple Choice 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.

1. Define a smart card. Explain **TWO (2)** types of smart cards used for payment. (8 marks)
2. Define the following terms:
 - i. Privacy
 - ii. Encryption
 - iii. The right to be forgotten
 - iv. Informed consent
 - v. Information density
 - vi. Revenue Model
 - vii. Uniform resource locator (URL)(14 marks)
3. Explain any **FIVE (5)** different online services that companies provided to their customers. (15 marks)
4. Explain **FIVE (5)** advantages for retailer to embark on E-commerce Retail compare to transitional setting up of retail stores. (15 marks)
5. Explain **SIX (6)** methods an organisation can used to protect itself from internet threats. (18 marks)

END OF EXAM PAPER