

**FACULTY OF BUSINESS****FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MGT1423 E-Commerce**  
Semester & Year : MAY 2020 – AUGUST 2020  
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. 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.

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**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 the following terms related to intellectual properties with examples?
  - i) Copyright
  - ii) Patent
  - iii) Trademark

(15 marks)
  
2. During the recent Movement Control Order for Covid-19, many Malaysians are engaging in online services. Discuss **THREE (3)** available online services.

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

(15 marks)
  
4. There are many threats when ones goes online. Explain **THREE (3)** common online threats.

(15 marks)
  
5. Define the following terms use in E-Commerce:
  - i) Virtual cash
  - ii) Outsourcing
  - iii) IPv4
  - iv) Market Strategy
  - v) B2C

(10 marks)

**END OF EXAM PAPER**