

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

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BGN2308 E-Commerce**  
Semester & Year : September 2016 – December 2016  
Lecturer/Examiner : Mr Goh Poh Kim  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of TWO (2) parts:

**PART A (60 marks) : FIVE (5) Short Answer Questions. Answer all of them; answers are to be written in the Answer Booklet provided.**

**PART B (40 marks) : TWO (2) Essay 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 of Hospitality 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 of Hospitality.

**Total Number of pages = 2 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION(S) : FIVE (5) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.**

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- 1 Explain any **four (4)** elements that you should consider when building an e-commerce presence.  
(12 marks)
- 2 Discuss any **three (3)** common security threats for an e-commerce site.  
(12 marks)
- 3 Discuss any **four (4)** online marketing and advertising tools.  
(12 marks)
- 4 Privacy is a main concern for online consumers. Discuss any **three (3)** technology methods to protect privacy online.  
(12 marks)
- 5 More and more companies are venturing into e-tailing. Provide any **three (3)** e-tailing business models.  
(12 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S) : TWO (2) essay questions. Answer ALL questions in the Answer Booklet(s) provided.**

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- 1 Internet has evolved and there are many types of online applications for business to use today.
  - (a) There are many users on social networks nowadays. Discuss any **three (3)** methods how a business can use this popular channel to increase its sales.  
(9 marks)
  - (b) Define an online auction? Provide any **three (3)** benefits how a company can benefit of an auction.  
(11 marks)
- 2 Internet can be used to host many different type of online services. Discuss any **four (4)** online business services that a user can benefit from with an example.  
(20 marks)

**END OF EXAM PAPER**