



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DRL2301 E-Commerce**  
 Semester & Year : September 2016 - December 2016  
 Lecturer/Examiner : Mr Goh Poh Kim  
 Duration : 2 Hours

### INSTRUCTIONS TO CANDIDATES

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

**PART A (25 marks) : TWENTY-FIVE (25) Multiple Choice Questions. Answer all of them; answers are to be written in the Answer Booklet provided.**

**PART B (75 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 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 = 6 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS. ANSWER ALL QUESTIONS (25 MARKS)**  
**INSTRUCTION(S) :** Answer **ALL** 25 questions in the Answer Booklet(s) provided. All questions carry equal mark, 1 mark each.

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~MCQ~

**END OF PART A**

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**  
**INSTRUCTION(S) :** **FIVE (5)** short answer questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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- 1 List and explain **three (3)** most common security threats for e-commerce sites. (15 marks)
- 2 Discuss any **three (3)** reasons why internet marketing is more successful than traditional marketing. (15 marks)
- 3 Explain the following terms related to intellectual properties?
  - i. Copyright
  - ii. Patent
  - iii. Trademark(15 marks)
- 4 Discuss the following terms:
  - i. Online social network
  - ii. Auction
  - iii. Vertical commerce portal(15 marks)
- 5 Explain **three (3)** advantages for retailer to embark on E-commerce Retail compare to transitional setting up of retail stores. (15 marks)

**END OF EXAM PAPER**