



## UNIVERSITY COLLEGE TATI (UC TATI)

## FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BBM 1053
COURSE	:	E-COMMERCE
SEMESTER/SESSION	:	2-2023/2024
DURATION	:	3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**  
**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE**

**QUESTION 1**

- a) Define E-Commerce. (2 marks)
- b) Describe **TWO (2)** benefits of e-commerce for businesses. (4 Marks)
- c) Discuss **FOUR (4)** factors that contribute to m-commerce. (8 Marks)
- d) Identify **THREE (3)** business models that prosper in the online B2C arenas. (6 Marks)

**QUESTION 2**

- a) Discuss **FOUR (4)** challenges of global e-commerce. (8 Marks)
- b) Explain **FOUR (4)** opportunities of global e-commerce. (8 Marks)

**QUESTION 3**

- a) Illustrate **THREE (3)** ethical challenges of e-commerce. (6 Marks)
- b) Analyze **THREE (3)** initiatives that can be done to address the ethical challenges of e-commerce. (6 Marks)
- c) Explain **THREE (3)** benefits when businesses operate ethically in e-commerce. (6 Marks)

**QUESTION 4**

E-commerce transactions involve collecting and using personal data, such as names, addresses, and credit card numbers. This data can be used for a variety of purposes, such as marketing, fraud prevention, and customer service. However, it can also be used for malicious purposes, such as identity theft and credit card fraud.

- a) Illustrate **FOUR (4)** privacy risks associated with e-commerce. (8 Marks)
- b) Examine **FOUR (4)** actions that can be taken to protect the privacy of customers. (8 Marks)
- c) Describe **THREE (3)** Malaysia's regulations related to the privacy act. (6 Marks)

**QUESTION 5**

TikTok is a social media platform that allows users to create and share short videos. The platform has over 1 billion active users worldwide and is particularly popular among Gen Z and millennials.

- a) Illustrate **THREE (3)** how Tiktok changing the e-commerce landscape. (6 Marks)
  
- b) Demonstrate **FOUR (4)** how Tiktok can be used to drive sales e-commerce. (8 Marks)
  
- c) Illustrate **FIVE (5)** future trends of e-commerce. (10 Marks)

-----End of question-----

