

FINAL EXAMINATION

Semester	:	JANUARY 2026 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E- BUSINESS TECHNOLOGY
Course Code & Name	:	DBBM4023 DEB2323 E-BUSINESS
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very 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 Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)
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Answer **ALL FOUR (4)** questions on the separate sheet provided. **[100 marks]**

1. a) Elaborate **FIVE (5)** different types of security attacks. (10 marks)

b) Unintentional threats fall into 3 major categories. First is human error, second is environmental hazards and third is malfunctions in the computer system (computer failures).
 - i) Discuss **FIVE (5)** types of human errors with examples. (10 marks)
 - ii) Explain your understanding of environmental hazards. (5 marks)Total: [25 marks]

2. a) Define the following term with examples.
 - i) Advertising (2 marks)
 - ii) Subscription (2 marks)
 - iii) Freemium (2 marks)
 - iv) Transaction Fees (2 marks)
 - v) Affiliate (2 marks)
b) Search Engine Optimization (SEO) is able to improve your website's visibility on search engines, driving organic traffic and increasing your online presence.
 - i) Discuss **THREE (3)** key strategies of SEO. (6 marks)
c) Explain **TWO (2)** pros and **TWO (2)** cons of live chat support. (8 marks)

d) Identify **ONE (1)** key element of social media integration. (1 mark)
Total: [25 marks]

3. a) Online shopping platforms such as Shopee and Lazada provide secure payment systems such as e-wallets, credit card protection, and buyer protection programs.
 - i) Explain **THREE (3)** ways how the above-mentioned secure payment systems can help to increase customer trust in online shopping platforms. (9 marks)
b) Interpret **FOUR (4)** differences between charge card and credit card. (8 marks)

- c) Draw the diagram of acceptance and processing process step by step. (8 marks)
Total: [25 marks]

4. a) Case Study: Building Consumer Trust in Online Shopping Platforms

Online shopping has become increasingly popular in Malaysia due to the rapid development of digital technology and the growing use of smartphones. Consumers now prefer the convenience of purchasing products online without having to visit physical stores. Popular platforms such as Shopee and Lazada allow customers to compare prices, read product descriptions, and place orders from the comfort of their homes.

However, one of the most important factors that influence online shopping behavior is consumer trust. When customers shop online, they cannot physically inspect the products or directly interact with sellers. As a result, they rely heavily on the information provided by the online store. If customers feel uncertain about the seller or the platform, they may hesitate to complete their purchase.

One factor that strongly affects consumer trust is website quality. A well-designed website that provides clear product descriptions, high-quality images, and easy navigation can improve customer confidence. When information is complete and easy to understand, customers feel more comfortable making purchasing decisions.

Another important factor is online security and payment protection. Many consumers worry about the safety of their personal and financial information when making online payments. E-commerce platforms therefore implement secure payment systems such as encrypted transactions, buyer protection programs, and trusted payment gateways. These security measures help reduce the risk of fraud and protect customers from financial loss.

Customer reviews and ratings also play a significant role in influencing trust. Many online shoppers read previous buyers' experiences before deciding to purchase a product. Positive reviews and high ratings can increase confidence in the seller, while negative feedback may discourage potential buyers from completing the purchase.

In addition, delivery reliability contributes to customer trust. Customers expect their orders to arrive within the promised delivery time and in good condition. Delayed deliveries or damaged products can reduce trust in the seller and the online platform.

To remain competitive in the digital marketplace, online businesses must continuously improve website quality, strengthen payment security, and provide reliable delivery services. By doing so, they can build strong consumer trust and encourage customers to continue shopping online.

- i) Discuss **TWO (2)** factors affecting consumer trust in online shopping mentioned in the case study. (5 marks)
- ii) As per the above case study, explain how customer reviews and ratings can influence consumer trust when shopping online with examples. (10 Marks)
- iii) As an e-business consultant, suggest a strategy and benefit that an online shopping platform could implement to improve consumer trust. (10 marks)
Total: [25 marks]

- END OF QUESTIONS-