

UNIVERSITI MALAYA
UNIVERSITY OF MALAYA

PEPERIKSAAN IJAZAH SARJANA MUDA SAINS KOMPUTER (SISTEM MAKLUMAT)
EXAMINATION FOR THE DEGREE OF BACHELOR OF COMPUTER SCIENCE
(INFORMATION SYSTEMS)

SESI AKADEMIK 2021/2022 : SEMESTER II
ACADEMIC SESSION 2021/2022 : SEMESTER II

WIE3002 : Perdagangan Elektronik
Electronic Commerce

Jun 2023
June 2023

Masa: -
Time: -

ARAHAN KEPADA CALON:
INSTRUCTIONS TO CANDIDATES:

Calon dikehendaki menjawab **SEMUA** soalan
Answer **ALL** questions

Seksyen B (20 markah).

Secara atas talian pada: Minggu ke 13, 14 June 2023, 10.00am sehingga 17 Jun 2023, 10.00am.

Section B (20 marks).

Online : Week 13, 14 June 2023, 10.00am until 17 June 2023 10.00am

(Kertas soalan ini mengandungi 1 soalan dalam 2 halaman yang dicetak)
(This question paper consists of 1 questions on 2 printed pages)

Seksyen B (20 Markah) – hantar jawapan anda di Spectrum**Section B (20 marks)- submit your answer in Spectrum**

Kenalpasti dan bincangkan kesan Coronavirus (Covid-19) terhadap industri e-dagang di peringkat global dan di Malaysia. Sekurang-kurangnya **EMPAT (4)** kesan dibincangkan bersama bukti penemuan dan rujukan.

Selain itu, merujuk kesan Coronavirus (Covid-19) di atas , buktikan **TIGA (3)** kebaikan analitik data bagi sesuatu e-dagang dengan membuat analisis ringkas data dan menggunakan data visualisasi bagi mempersembahkan bukti-bukti tersebut. Pilihan sumber data perlu dinyatakan.

Sediakan suatu poster (1 muka surat) yang menggabungkan unsur-unsur data, visual dan naratif bagi menerangkan perkara ini.

Anda bebas menggunakan mana-mana alatan pembentangan, seperti PowerPoint, Canva, Prezi dan seumpamanya. Penghantaran adalah secara fail .pdf melalui Spectrum.

*Identify and discuss the impact of Coronavirus (Covid-19) on e-commerce industries both globally and in Malaysia. At least **FOUR (4)** impacts to be discussed with the evident as references.*

*In addition, referring to the effects of the Coronavirus (Covid-19) above, explain **THREE (3)** advantages of data analytics for an e-commerce by making a brief analysis of the data and using data visualization to present the evidence. The choice of data source needs to be specified.*

Prepare a poster (1 page) that combines data, visual and narrative elements to explain this matter.

You are free to use any presentation tools, such as PowerPoint, Canva, Prezi and the like. Delivery is as a .pdf file via Spectrum.

TAMAT SEKSYEN B
END OF SECTION B