

FINAL ALTERNATIVE ASSESSMENT

Examination Paper

(COVER PAGE)

Session	:	<u>August 2020</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Marketing (DMKT) Diploma In Finance (DIF) Diploma In Entrepreneurship (DENT)</u>
Course	:	<u>ICT2107: E-Commerce Theory And Applications</u>
Date of Examination	:	
Time Start	:	<u>December 17, 2020 (Thursday) @ 10:00am</u>
Time End	:	<u>December 18, 2020 (Friday) @ 10:00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	<u>Answer ALL questions.</u>
Material permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Mohd Norhazli, Lingkeswari Kunasagaram, Kok Keong Ooi, Azmir Ismail and Marie Shirlean Mekilen</u>
Chief Moderator	:	<u>Ihsan Mahmood</u>

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)
ICT2107: E-COMMERCE THEORY AND APPLICATION
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION
24 HOURS TAKE-HOME ASSIGNMENT

Instruction Part A: Summarize the E-Commerce based article provided. The article summarization assignment contains 40 marks. Range of words for the article summary is between 500 words to 800 words.

Article Title: How Chinese Department-Store Chain Intime Survived Covid-19, Online and Offline

Article Author: Cecelia Li

Article Year: 2020

Publisher: Alizilla (<https://www.alizila.com/chinese-department-store-intime-covid-19/>)

Instruction Part B: Answer all questions. Each question is 20 marks.

Case Scenario 1: E-Bay, Millions of Passwords Stolen

Somewhere in the beginning of March 2014, the C2C giant had noticed an unsolicited database session in their main servers, scanning password files. It was later officially announced that an undisclosed slice of the +120 million users have been compromised for credentials and personal information.

How did they get there? Well, e-Bay themselves acknowledged that one of their own has succumbed to a behavioural engineering trick known as Phishing, where the attacker would ask the password from someone who knows it, either pretending to be the original site or another, completely irrelevant, site but relying on the fact that most of us use the same password everywhere.

The goal of the perpetrators was to obtain e-Bay staff credentials and with that, to access their database and steal user personal information. From there, they could either collapse the entire e-Bay operation, by using the commandeered user accounts to wreak havoc in the site or, more probably, use that info for personal Phishing attacks (presenting themselves as e-Bay to the user, proving that with valid secret information and then asking for credit card numbers).

– taken from Benzinga website (2014)

Question 1

Based on the case scenario above, explain in detail the **FIVE (5)** security measures of internet phishing scam. Include relevant examples and relate your explanation to the case scenario.

(20 marks)

Case Scenario 2: 33 Malaysia-based Websites Hacked

In the year 2017, there is an incident where 33 Malaysia-based websites has been hacked by an Indonesian hacker group called the Extreme Crew. The group action is triggered by upside-down Indonesian flag printed in the souvenir book by Malaysia Ministry of Sport for SEA Games 2017. The Malaysian government has apologized to Indonesian government for the honest mistake.

– taken from The Star (August, 2017)

Question 2

Based on the case scenario above, explain in detail **FIVE (5)** solutions to prevent any illegal internet hacking by irresponsible party. Include relevant examples and relate your explanation to the case scenario.

(20 marks)

Case Scenario 3: Facebook Scandal 2018

Early in the year 2018, Facebook has been accused of getting involved in user data scandal that expose almost 87 million of Facebook account user's privacy data to a consulting firm, Cambridge Analytica which handled Donald Trump campaign. The user data has been used by Cambridge Analytica to manipulate the General Election of America in 2016.

– taken from The Vox (2018)

Question 3

Based on the case scenario above, explain in detail any **FIVE (5)** repercussion of digital data privacy infringement towards internet users. Include relevant examples in your explanation.

(20 marks)

~The End~

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