



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Engineering & Technology

**DEPARTMENT OF COMPUTER SCIENCE & INFORMATION
TECHNOLOGY**

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY

(DICT 10A/DICT 11M/DICT 2K 11M/ DICT 2K 10J)

EIT 2310: E-COMMERCE

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions in **TWO** sections **A & B**

Answer question **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question are as shown

This paper consists of **THREE** printed pages

SECTION A (COMPULSORY)

Question One (20 Marks)

- a) What is Electronic Commerce? **(2 marks)**
- b) What is Value Added Network (VAN) and how does it work. **(4 marks)**
- c) What is the key difference between traditional commerce and electronic commerce? **(4 marks)**
- d) What **TWO** development contributed to the emergence of the internet as an electronic commerce infrastructure? **(4 marks)**
- e) List **TWO** disadvantages of hosting your commerce site on a host that is free. What is missing from their services that would make your job as an online entrepreneur more difficult? **(4 marks)**
- f) What is Electronic Data Interchange (EDI)? **(2 marks)**

SECTION B (Answer Any Two Questions)

Question Two (20 marks)

- a) Explain the meaning of Secure Electronic Transactions (SET) and how it works. **(4 marks)**
- b) Explain how EDI works. **(6 marks)**
- c) Write short notes on the following types/models of E-commerce. **(8 marks)**
 - i) B2B – Business to Business
 - ii) B2C – Business to Customer
 - iii) B2E – Business to Employee
 - iv) C2C – Consumer to Consumer
- d) Explain briefly **TWO** benefits of using EDI. **(2 marks)**

Question Three (20 marks)

- a) Explain **FOUR** properties of Electronic Cash. **(8 marks)**
- b) Explain the following basic of Electronic payment systems. **(12 marks)**
 - i) Electronic cash
 - ii) Electronic wallets
 - iii) Smart cards
 - iv) Credit and charge cards

Question Four (20 marks)

- a) Outline **FOUR** types of computer criminals. **(4 marks)**
- b) List the **FOUR** factors that should be considered when searching for an internet service provider. **(4 marks)**
- c) What are the advantages and disadvantages of electronic cash? **(6 marks)**

- d) Discuss why anyone with a credit card would want to use an electronic cash system on the internet. That is what niche might electronic cash fill? Are there problems with electronic cash and international sales? **(6 marks)**

Question Five (20 marks)

- a) List the basic steps you will need to accomplish before becoming E-commerce Enabled. **(5 marks)**
- b) Comment on the factors affecting growth of E-commerce. **(3 marks)**
- c) Explain at least **THREE** major forces fueling E-commerce. **(6 marks)**
- d) List down the parties involved in a SET transaction. **(6 marks)**