



# TECHNICAL UNIVERSITY OF MOMBASA

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## INSTITUTE OF COMPUTING AND INFORMATICS

### UNIVERSITY EXAMINATION FOR:

Bachelor of Technology in Information Communication Technology/

Bachelor of Science in Information Technology

EIT4311 & BIT 2315: **ELECTRONIC COMMERCE**

END OF SEMESTER EXAMINATION

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

#### **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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#### **Question One**

a) Define

- i) E-Commerce ( 12 Marks)
- ii) Supply chain
- iii) Competitive advantage
- iv) extranet

b) Explain the factors that have contributed to modern E-Commerce growth (6 Marks)

c) Describe the qualities required of a hybrid manager in e-commerce (2 Marks)

d) Distinguish between Buy-side and sell-side E-Commerce (4 marks)

e) Describe the following classifications of e-business giving two examples of each implementation (6 Marks)

- i) B2C
- ii) C2B

**Question Two**

- a) Explain the significance of a business model (5 Marks)
- b) Explain the difference between e-commerce model and the traditional/classical (4 Marks)
- c) State six intangible benefits of e-Commerce (6 marks)
- d) Describe typical Applications for an Intranet (5 marks)

**Question Three**

- a) Assume you want to develop an e-business site:
  - i) Outline the functionalities that need to be supported (3 marks)
  - ii) Which specific applications may be needed (5 Marks)
- b) Describe the benefits associated with web-based solutions (12 Marks)

**Question Four**

- a) Draw a well labeled diagram depicting Michael Porter's five forces (10 Marks)
- b) With examples explain each force in (a) above (10 Marks)

**Question Five**

- a) Describe Four security vulnerabilities associated with e-commerce (4 Marks)
- a) Explain three security requirements in e-commerce (6 Marks)
- b) Describe the Secure Sockets Layer Protocol (SSL) including its limitations (10 Marks)

