TECHNICAL UNIVERSITY OF MOMBASA

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:APRIL2016

TIME:2HOURS

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO
questions.
Do not write on the question paper.

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)