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

<u>**Instructions to Candidates**</u>
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 the following terms   (9 Marks)

    i)   Value chain

    ii)   Strategy

    iii)   a business model

b) Describe five Barriers to e-Commerce adoption   (5 marks)

c) Describe the components of a business model   (5 Marks)

d) Describe the benefits associated with an extranet   (5 Marks)

e) Describe the following drivers of e-commerce   (6 marks)

    i)   Cost/efficiency

    ii)   Competitive

Question Two

 a) Explain Two tangible and Two intangible benefits of e-Commerce   (8 Marks)

b) Describe the following classifications of e-business giving two examples of each

   implementation   (6 Marks)

   i)   B2B

   ii)   C2C

c) Compare the e-commerce and classical business models   (4 marks)

d) Describe Two categories of ICT integration   (2 marks)

Question Three

Government procurement has proved to be a major challenge in Kenya.

   a) Outline the challenges that face both the buy side and sell side   (5 marks)

   b) Amazon.Com is a well known successful case of e-commerce implementation. Use

      Porter's five forces model to describe Amazons strategy.   (15 Marks)

Question Four

 a) Complete the given SWOT analysis table for a business   (10 Marks)

INTERNAL FACTORS

	Strengths	Weaknesses
Opportunities		
Threats		

EXTERNAL FACTORS

b) Differentiate between internet and intranet   (10 Marks)

Question Five

a) Describe the contents of an e-marketing plan   (5 Marks)

b) Explain how the following analysis is carried out in e-commerce market analysis

(15 Marks)

    i)   Demand

    ii)   Competitor

    iii)   Intermediary