

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 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)		(5 Marks)
d) Describe the benefits associated with an extranet (5 Marks)		
e) Describe the following drivers of e-commerce (6 marks)		
i) Co	ost/efficiency	

ii) Competitive

Question Two

a) Explain T	wo tangible and Two intangible benefits of e-Commerce	(8 Marks)		
b) Describe the following classifications of e-business giving two examples of each				
impl	ementation	(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.

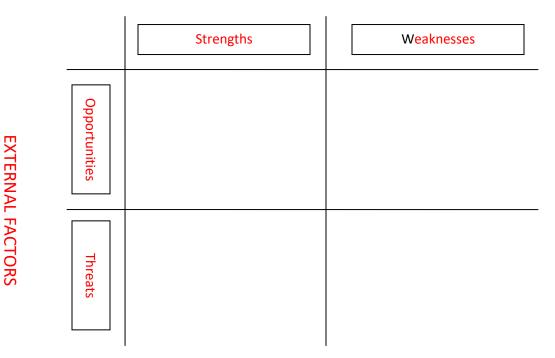
a) Outline the challenges that face both the buy side and sell side	(5 marks)
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b) Amazon.Com is a well known successful case of e-commerce implementation. Use
Porter's five forces model to describe Amazons strategy. (15 Marks)

Question Four

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

INTERNAL FACTORS



b)	Differe	ntiate between internet and intranet	(10 Marks)
Qu	estion	ive	
a)	Describ	e 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	