



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: 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.

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
EXTERNAL FACTORS	Opportunities		
	Threats		

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