TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION 2015/2016

BACHELOR OF BUSINESS ADMINISTRATION

EIT 4311: ELECTRONIC COMMERCE

SERIES: APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question **ONE** (COMPULSORY) and any other TWO

1. a) E-commerce is gaining popularity in Kenya. This has been attributed to the unique features of E-commerce compared to brick and mortar businesses. Explain FIVE of these features.

(10 marks)

b) Explain FOUR revenue models for E-commerce business.

(8 marks)

c) Discuss the benefits of E-commerce to a business.

(6 marks)

d) Alibaba.com is one of the online shops in Kenya. Describe the procedure would follow in purchasing a laptop in such a shop.

(6 marks)

2. a) An intranet is a business' own private website. Explain FIVE types of information found on an intranet.

(10 marks)

b) The major place for conducting E-commerce transactions is the e-market. Explain FIVE participants in an e-market.

(10 marks)

3. a) One of the online intermediaries is brokers. Explain FIVE types of brokers and the role they play.

(10 marks)

b) The travel and tourism industry has benefited immensely following successful e-commerce implementation. As a traveler, explain FIVE services you can obtain from an online travel website.

(10 marks)

4. a) In relation to online advertising, explain the following terms:

i) ad views

ii) click-through ratio

iii)   Banner

iv)   Interstitial

(8 marks)

b)   Any business that adopts E-commerce is bound to face threats and attacks on its
website. Discuss SIX types of these threats and attacks.

(12 marks)

5.   a)   Security is an essential part of any transactions that takes place over the internet.
Explain FIVE factors that an e-commerce business should consider in determining the type
of e-payment method to adopt.

(10 marks)

b)   i)   Explain the term Electronic Data Interchange (EDI)

(2 marks)

ii)   Discuss the benefits that a company can derive from EDI systems.

(8 marks)