TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATIONS FOR BACHELOR OF BUSINESS ADMINISTRATION

EIT 4311: ELECTRONIC COMMERCE

SERIES: DECEMBER 2015   **TIME:** 2 HOURS

INSTRUCTIONS:

-This paper consists of **FIVE** questions.
-Answer question **ONE** (Compulsory) and any other **TWO** Questions.
-Do **NOT** write on the question paper
This paper consists of TWO printed pages

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1. a) Differentiate between:
    i)   E-commerce and E-business
    ii)   Intranet and Extranet   **(8 marks)**

    b) Explain **SIX** ways in which an organization that adopts E-commerce can generate revenue.
                                                                          (12 marks)

    c) Explain **FIVE** technical factors that have contributed to limited spread of E-commerce in
       Kenya.   **(10 marks)**

2. a) Describe **FOUR** essential requirements for internet connectivity.
                                                                          (8 marks)

    b) The Kenyan banking sector has benefited immensely from the proliferation of E-commerce
       applications. Explain **SIX** of these applications.
                                                                          (12 marks)

3. a) Many businesses today are investing so much in information systems and technologies.
       Explain **SIX** benefits that they derive from such investments.
                                                                          (12 marks)

    b) Explain **FOUR** types of applications found in an intranet.
                                                                          (8 marks)

4. a) Explain **FOUR** business applications of E-commerce in any **ONE** of the following functions:

        i)   Sales and marketing systems
        ii)   Finance and accounting systems
        iii)   Human resource systems   **(8 marks)**

b)   Explain **SIX** major components and players in E-marketing.   **(12 marks)**

5. a) Explain **FIVE** reasons why companies are advertising on the internet as opposed to the traditional advertising media.   **(10 marks)**

    b) In relation to E-commerce security, explain the following terms:
        i)   Authentication
        ii)   Nonrepudiation
        iii)   Phishing
        iv)   Firewalls
        v)   Access control   **(10 marks)**