



TECHNICAL UNIVERSITY OF MOMBASA

INSTITUTE OF COMPUTING AND INFORMATICS
DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:

DICT/SEP2018/J&S –FT

EIT 2202, E-COMMERCE

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE:Pick DateJul2019

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 1

- a) Differentiate between e-commerce and e-business. [4Marks]
- b) The usability of the website interface determines how long a customer is likely to stay on your website and eventually make a sale. Explain any five factors that you would take into consideration when designing an e-commerce website [10Marks]
- d) Discuss the basic steps you will need to accomplish before becoming E- Commerce Enabled. [6marks]

QUESTION 2

- a) Describe three major differences between e-commerce and traditional commerce. [6 Marks]
- b) E-commerce has witnessed a rapid growth in the global market. Explain how e-commerce has impacted on the following, giving an appropriate example from the Kenyan context [6 Marks]
- i. Banking
 - ii. Stock trading
 - iii. Tour and travel
- c) Describe any four e-payment systems [8 Marks]

QUESTION 3

- a) Security is huge challenge for e-commerce exchanges. State and describe four vulnerabilities and how they can be addressed. [8 Marks]
- b) Explain any three challenges that an organization may have to deal with internally, relating to the adoption of e-commerce and three external driving factors which lead to e-commerce adoption. [12marks]

QUESTION 4

- a) Explain the following e-business transaction models giving an example of each from the Kenyan business environment [6 Marks]
- i) B2C
 - ii) B2B
 - iii) B2G
- b) Explain any three benefits of E-commerce to a business organization [6marks]
- c) List and discuss any four factors to consider when developing or restructuring your e-commerce site: [8marks]

QUESTION 5

- a) Discuss any four Risks Associated with Electronic Payment System: [8marks]
- b) State and discuss the Components of the information superhighway infrastructure that facilitates E-commerce [8marks]

- c) State and discuss any two goals a Businesses should attempt to meet when constructing their Web sites to achieve effective web presence [4marks]