



TECHNICAL UNIVERSITY OF MOMBASA

INSTITUTE OF COMPUTING AND INFORMATICS

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:

BACHELOR OF TECHNOLOGY IN INFORMATION COMMUNICATION

TECHNOLOGY

EIT4311: E-COMMERCE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: SEPTEMBER 2018

TIME: 2 HOURS

DATE: Sep 2017

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

- By defining “web traffic”, list any four types of information collated when monitoring web traffic [6marks]
- Differentiate between content marketing and call center [4marks]
- Illustrate the four problems that supply chain management addresses [4marks]
- Explain four rules of SOA [8marks]
- An e-commerce website should be much more than just an online brochure, and a well-designed website. Explain three key concepts considered when designing e-commerce websites to in order to achieve its objective. [6marks]
- What is a web portal? [2marks]

Question TWO

- Explain four advantages of internet/e-commerce integrated supply chain [8marks]
- Differentiate between the following:
 - Web service [2marks]

- II. Service oriented architecture [2marks]
- c. List three factors that have led banks to use electronic payment systems [3marks]
- d. Illustrate any five features of e-commerce [5marks]

Question THREE

- a. E-commerce providers must take every opportunity to convey their professionalism in their website, products and services to their customer service as each will play an important part in their success. Explain any five components of a website in this regard. [10marks]
- b. List any four types of portals [4marks]
- c. Differentiate among the following online payments:
 - I. Digital cash [2marks]
 - II. Electronic cheques [2marks]
 - III. Electronic tokens [2marks]

Question FOUR

- a. Explain the basic steps of an online payment [7marks]
- b. Differentiate between e-government and m-commerce [4marks]
- c. Explain the various categories of e-commerce [6marks]
- d. What are the three main uses of intranet [3marks]

Question FIVE

- a. List any four concerns of using electronic payment methods [4marks]
- b. What is a virtual organization? [2marks]
- c. Explain two advantages and two disadvantages of e-commerce [4marks]
- d. Explain the four models of e-commerce [8marks]
- e. State two protocols used in electronic data interchange [2marks]