



# TECHNICAL UNIVERSITY OF MOMBASA

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## SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### UNIVERSITY EXAMINATION FOR:

#### BACHELOR OF BUSINESS ADMINISTRATION,

#### BACHELOR OF COMMERCE

#### EIT 4311: ELECTRONIC COMMERCE

#### END OF SEMESTER EXAMINATION

#### **SERIES AUGUST 2019**

**TIME: 2 HOURS**

**DATE: Aug2019**

#### **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.**

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#### **Question ONE**

1. a) Differentiate between the following terms:

- i) E-commerce and E-business
- ii) Internet and Intranet
- iii) Brick and mortar and click and mortar business

(12 marks)

b) Consumers today are benefitting from E-commerce. Explain **FOUR** of these benefits.

(8 marks)

c) A business that intends to do E-commerce must acquire relevant technology and infrastructure. Discuss these enabling technology and infrastructure.

(10 marks)

#### **Question TWO**

a) Describe the factors that have contributed to the growth of e-commerce.

(10 marks)

- b) E-tailing is becoming a success just like the conventional retail business. Explain FIVE characteristics that facilitate higher sales volumes in e-tailing.

(10 marks)

### **Question THREE**

- a) The internet offers a rich environment for job seekers and for companies searching for employees. Explain the benefits that either of the two parties derive from electronic job market.

(12 marks)

- b) Successful companies today are shifting their advertising from the conventional media to the internet. Explain the factors that are contributing to the shift to online advertising.

(8 marks)

### **Question FOUR**

- a) Intranets enhance communications between and provide a common knowledge base within an organization. Explain the types of contents found on intranets.

(12 marks)

- b) In relation to E-commerce security, explain the following terms;

- i) Integrity
- ii) Nonrepudiation
- iii) Confidentiality
- iv) Availability

(8 marks)

### **Question FIVE**

- a) Businesses that adopt e-commerce use electronic payment where paperless monetary transactions apply. Explain the key participants involved in processing electronic payments.

(10 marks)

- b) Electronic Data Interchange (EDI) is an electronic way of transferring business documents internally and externally. Explain the advantages of having an EDI system.

(10 marks)