



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION FOR:
DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
EIT4311: E-COMMERCE
END OF SEMESTER EXAMINATION
SERIES: AUGUST2019
TIME:2HOURS
DATE:Pick DateAug2019

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

- a) Explain reasons why E-commerce is significant to the economy of the country. (10 marks)
- b) Illustrate FIVE key fundamental forces behind the rapid growth of internet marketing. (10 marks)
- c) With the aid of examples, analyze five revenue models of e-commerce. (10 marks)

Question TWO

- a) Discuss the security threats in the e-commerce environment. (10 marks)
- b) Corporates are increasingly investing in cutting edge intranets. Expound on FIVE advantages derived from such intranets. (10 marks)

Question THREE

- a) Examine FIVE barriers to the development of E-commerce in developing countries like Kenya. (10 marks)
- b) Elaborate FIVE electronic payment systems in E-commerce (10 marks)

Question FOUR

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

Question FIVE

- a) E-marketplace transactions bring about a new distribution methods of goods and services. Explain the major participants of E-marketplace. (10 marks)
 - b) Many companies today have shifted advertising from the traditional media to online advertising. Explain FIVE reasons for such advertisement. (10 marks)
- a.