



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT SCIENCE

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

CIT 4204: E-COMMERCE

END OF SEMESTER EXAMINATION

ORDINARY EXAMINATIONS

SERIES: DECEMBER 2024

TIME: TWO HOURS

DATE: DECEMBER 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists FIVE questions. Attempt Question ONE and Any other TWO Questions.

Do not write on the question paper.

QUESTION ONE

FARMCARE LTD intends to set up an online marketing system for agricultural products. The developer wishes to leverage of various models of e-commerce. The design of e-marketing platform should be in a such as way that various technologies are integrated to provide better services to varied clientele .

In light of the above, answer the following questions:

- a) Develop a social media strategy for FARMCARE LTD brand focused on sustainable products. (6 marks)
- b) Which platforms and types of content would you focus on to maximize engagement and sales? (4 marks)
- c) Briefly explain the operation of following types of e-commerce and advise on the most appropriate type that FARMCARE LTD may adopt: B2B and B2C

(6 marks)

- d) Suggest FOUR different security methods for this type of E-Commerce Information System being implemented by FARMCARE LTD (4 Marks)
- e) In your own view, suggest some of the risks that that will need to be addressed while implementing e-marketing strategy by FARMCARE LTD (4 marks)
- f) Explain any Three types of Content Management Systems that FARMCARE systems may opt to use in development of a web based application (6 marks)

QUESTION TWO

- a) Discuss how System Assurance in E-commerce can be realized? (4 Marks)
- b) Electronic payment systems are proliferating in banking, retail, health care, on-line markets, and even government—in fact, anywhere money needs to change hands. One of such is online electronic payments. Explain using examples the two broad categories of online electronic payments (8 marks)
- c) Proposed three reasons that could be driving force behind online businesses embracing enterprise application integration (8 marks)

QUESTION THREE

- a) Many organizations are shifting towards e-marketing to facilitate better e-services to their customers. Discuss what is meant by E-marketplace and explain different functions of E-marketplaces (12 marks)
- b) Explain challenges encountered in implementation of Enterprise Resource Planning systems in organizations (8 Marks)

QUESTION FOUR

- a) It is essential to understand the security strategies before adopting e-commerce business models such as online payment systems. Advise on different security methods for E-Commerce using relevant examples. (10 marks)
- b) What are the Possible Drawbacks of Electronic Commerce (10 Marks)

QUESTION FIVE

- a) Today e-commerce has taken shape and various models has been adopted by many organizations. Explain about B2C model using a classical example
(6 marks)
- b) Explain EDI architecture and propose reasons why some vendors have embraced EDI
(6 marks)
- c) Propose to your potential customers any Four types of Content Management Systems that can be used to develop e-commerce platforms
(8 marks)