



TECHNICAL UNIVERSITY OF MOMBASA

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: APRIL 2025

TIME: 2 HOURS

DATE: 7 May 2025

May 2025

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

TechStyle Fashion Group is an innovative online fashion retailer known for its subscription-based model. Launched in 2010, TechStyle has quickly transformed the way consumers shop for clothing by combining e-commerce with a unique personal shopping experience. With a user-friendly website and mobile app, TechStyle offers various fashion brands, including Fabletics, JustFab, and FabKids, focusing on a personalized shopping environment. TechStyle primarily operates under a Subscription-Based Business to Consumer (B2C) model. Customers can sign up for a monthly subscription that provides them with exclusive access to new clothes and discounts on their purchases. Additionally, TechStyle operates a direct-to-consumer (DTC) model, selling products directly from their brands to customers without intermediaries. TechStyle has established itself as a leader in internet consumer retailing by focusing on marketing strategies such as influencer partnerships and targeted advertising.

They utilize big data analytics to understand consumer preferences, optimize the online shopping experience, and create targeted campaigns.

- a) Explain four building blocks that contribute to the success of TechStyle Fashion Group's e-commerce platform. (8 marks)
- b) Explain how TechStyle generates revenue through its subscription model. (6 marks)
- c) Identify and discuss the major limitations TechStyle faces in the e-commerce space. (8 marks)
- d) Explain the marketing strategies that TechStyle may use to improve its position in internet consumer retailing. (4 marks)
- e) Discuss the types of portals TechStyle operates and their focus within the e-commerce landscape. (4 marks)

Question TWO

- a) Explain five ways that online shopping enhances the consumer experience, and where it falls short compared to in-store shopping. (10 marks)
- b) Discuss the security risks facing e-commerce websites today and how businesses can proactively defend against them. (10 marks)

Question THREE

- a) Discuss the challenges that businesses and consumers face when using different electronic payment systems, and how these challenges can be addressed. (10 marks)
- b) Explain the benefits of English and Dutch auctions for e-commerce platforms. (10 marks)

Question FOUR

- a) Discuss the advantages that web advertising offers over traditional advertising methods, making it a preferred choice for businesses. (10 marks)
- b) Explain five specific ways e-commerce supports ANY ONE (pick one) of these business functions.
 - i) Procurement and supply chains.
 - ii) Human Resource Management
 - iii) Accounting and finance
 - iv) Marketing (10 marks)

Question FIVE

- a) Consumer behavior in e-commerce is heavily influenced by the technology and website design. Explain five variables of the technology and website design. (10 marks)
- b) Discuss FIVE ways in which businesses that embraces e-commerce can leverage social media platforms. (10 marks)