



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
ORDINARY EXAMINATION

EIT 4311: E-COMMERCE

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: Pick Date Dec 2024

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) On Television in Kenya, commentators think E-Commerce companies should not be considered as a separate category of companies. Elaborate on your thinking that E-commerce companies are different from traditional companies. (10 marks)
- b) Using examples and references on the above elaborate a reasoned argument including points for and against the proposition. (10 marks)
- c) A music publisher complains to you as owner of a social networking site that a user has posted copyright material to your site and threatens to take an action against you as effective publisher unless you reveal the name and address of the user. Discuss your defence on the assertion. (10 marks)

Question TWO

a) Explain five key security objectives in E-commerce. (10 marks)

b) Describe six weaknesses of most electronic payment systems available in the market. (10 marks)

Question THREE

a) Explain how you would optimize e-commerce websites. (10 marks)

b) Examine five e-commerce business models. (10 marks)

Question FOUR

a) Describe five barriers to the adoption of e-commerce in business. (10 marks)

b) Explain how you would optimize e-commerce websites. (10 marks)

Question FIVE

a) Discuss the forces leading to the growth of e-commerce in Kenya. (10 marks)

b) Elaborate five impacts of e-commerce on the society in Kenya. (10 marks)