TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

EIT 4311: E-COMMERCE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME:2HOURS

DATE: Jul2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass, and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

a) Marketing research assists businesses in making informed decisions. Highlight five methods that can be used to collect customer information through observation. (10 marks)

b) Distinguish five major types of E-marketplaces. (10 marks)

c) Explain three benefits of E-Commerce to society. (6 marks)

d) Outline two classifications of media used to transmit signals in e-commerce. (4 marks)

Question TWO

a) E-commerce has brought about many changes in the marketplace. Describe five types of e-commerce. (10 marks)

b) The e-mail has changed the way companies can do marketing today. Elucidate five key features of e-mail. (10 marks)

Question THREE

a) E-commerce has brought about successful e-tailing. Discuss five characteristics of goods that are highly selling online. (10 marks)

b) For some reason, online advertising has surpassed traditional offline advertising. Justify. (10 marks)

Question FOUR

a) Explain what makes it difficult to stop e-commerce crimes. (8 marks)

b) Among the participants of e-commerce are online intermediaries. Outline six different types of online brokers. (12 marks)

Question FIVE

a) Highlight five advantages of online auctions. (10 marks)

b) Most people look for jobs online. Explain five parties that can use the internet job market today. (10 marks)