



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
SUPPLEMENTARY/SPECIAL EXAMINATION

EIT 4311: E-COMMERCE

SERIES: MARCH 2025

TIME: 2HOURS

DATE: Pick DateSelect MonthPick Year

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

Via the internet, it is possible to reach a large number of people throughout the world at the same time and provide them with individual information. The consequences from a technological, cultural, and economic viewpoint resulting from the development in the area of information technology are well known. Experts assume that commerce together with information retrieval will be at the center of internet use presently and even more so in the future; e-commerce is thus a key application of new information technologies.

- a) Describe some of the specific features and services of the internet that support ecommerce. (10 marks)
- b) Discuss the benefits of e-commerce to business organizations. (10 marks)

- c) Many companies that wish to deploy e-commerce encounter some challenges. Elucidate five such challenges. (10 marks)

Question TWO

- a) E-auctions are becoming important selling and buying channels for companies. Explain five benefits that would accrue both the sellers and buyers respectively. (10 marks)
- b) Discuss five drivers of e-commerce on the industry. (10 marks)

Question THREE

- a) Examine the unique benefits of the Internet in conducting business. (10 marks)
- b) Explain the following terms as used in e-commerce applications.
- i. Digital signatures
 - ii. B2G
 - iii. C2C
 - iv. E-commerce
 - v. E-cash technologies

Question FOUR

- a) Describe five requirements for e-commerce regulations (10 marks)
- b) Elaborate on five barriers to e-business revenue models in Kenya (10 marks)

Question FIVE

- a) Illustrate five components required to access the internet. (10 marks)
- b) Internet advertising has grown fast replacing traditional advertising on radio, newspapers, and magazines. Elaborate on five reasons why companies may choose online advertising. (10 marks)