



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION TECHNOLOGY
DIPLOMA IN COMMUNICATION INFORMATION TECHNOLOGY

EIT 2310: E-COMMERCE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions
Answer question **ONE** and any other **TWO** questions
Maximum marks for each part of a question are as shown
This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One (30 marks)

- a) Define the following terms: **(10 marks)**
- i) Digital Certificate
 - ii) E-commerce
 - iii) Domain Name
 - iv) Shopping Cart Application
- b) Give **FOUR** benefits of e-commerce **(4 marks)**
- c) What are the pre-requisites of adopting the e-commerce infrastructure? **(5 marks)**
- d) Describe how e-commerce works. **(5 marks)**
- e) What advice would you give to e-commerce users? **(6 marks)**

SECTION B (Answer Any Two Questions)

Question Two (15 marks)

- a) Discuss the following forces behind e-commerce **(9 marks)**
- i) Economic forces
 - ii) Market forces
 - iii) Technology forces
- b) Define the following terms: **(6 marks)**
- i) Value-Added Networks (VAN)
 - ii) Electronic Data Interchange

Question Three (15 marks)

- a) Describe the following types of e-commerce giving one example of each. **(12 marks)**
- i) Business to Business
 - ii) Business to Consumer
 - iii) Consumer to Consumer
 - iv) Business to Employee
- b) Explain how e-commerce is embraced in the following industries. **(3 marks)**
- i) Accounting
 - ii) Transport and Logistics

Question Four (15 marks)

- a) Discuss the importance of the following elements of supply chain planning. **(12 marks)**
- i) Demand
 - ii) Distribution
 - iii) Transportation
 - iv) Advanced scheduling
- b) Briefly explain why it is important to market a merchant website. **(3 marks)**

Question Five (15 marks)

Discuss the different types of e-commerce criminals and the mechanisms used to avoid them.

(15 marks)