



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)
Faculty of Engineering and Technology

DEPARTMENT OF BUILDING AND CIVIL ENGINEERING
**UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS
ADMINISTRATION**

BBT 2211: ELECTRONIC COMMERCE

END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions in **TWO** sections **I & II**

Attempt question **ONE (COMPULSORY)** plus any other **TWO** questions

Maximum marks for each part of a question are clearly shown

This paper consists of **TWO** printed pages

SECTION I (COMPULSORY)

Question 1 (30 marks)

The IT Manager of a bicycle manufacturer company asks you about Internet Security. The company has an e-commerce website hosted externally by an Internet Services provider whose staff read orders and other customer inputs from the website prior to storing them in an electronic folder for the company to download. The company also uses a Virtual Private Network (VPN) link with the engineering consultancy that supplies designs for new bikes, and also uses email with other business in its supply chain. Consider the above scenario and:

- Identify and analyze **THREE** risks that cover the manufacturer's use of the Internet (9 marks)
- Discuss **FOUR** ways the firm can protect its Electronic Commerce Assets (8 marks)
- Choose some mitigation action that is appropriate for each risk, giving your reasons (12 marks)

- d) Give **ONE** advantages the company may have by having its email services hosted externally (1 marks)

SECTION II (Attempt any TWO questions)

Question 2 (20 marks)

- a) List **FOUR** prequisites that one needs to connect to the internet (4 marks)
- b) Differentiate between the following E-commerce concepts (6 marks)
- (i) Internet and Extranet
 - (ii) Peer to peer network and Client server network
 - (iii) Computer network and the internet
- c) Discuss the **TWO** most important measures of a Web site's performance (4 marks)
- d) Explain **THREE** legal and Ethical issues that rise for companies conducting electronic commerce (6 marks)

Question 3 (20 marks)

- a) What are the key differences between traditional commerce and electronic commerce? (2 marks)
- b) List and explain **THREE** Web Server Tools one should consider during the acquisition of a commercial Web site (6 marks)
- c) List **THREE** Advantages of choosing an in house website server (6 marks)
- d) Explain any **THREE** costs involved in web hosting (6 marks)

Question 4 (20 marks)

- a) Define a business model and its importance in any business application (3 marks)
- b) Discuss the following types of business models (9 marks)
- (i) Business-to-Business (B2B)
 - (ii) Business-to-Consumer (B2C)
 - (iii) Business-to-Government (B2G)
- c) List and explain any **FOUR** examples of internet commerce business models (8 marks)

Question 5 (20 marks)

- a) What is the difference between subject-matter jurisdiction and personal jurisdiction (4 marks)
- b) Define the term “presence” and explain why firms that do business on the web should be more concerned about presence than firms that operate only in the physical world. (4 marks)
- c) Discuss any **THREE** promotion techniques a firm may use when conducting trade on the web (12 marks)