



TECHNICAL UNIVERISTRY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA INFORMATION COMMUNICATION TECHNOLOGY (DICT 14M)

EIT 2202: E-COMMERCE

END OF SEMESTER EXAMINATION

SERIES: APRIL 2015

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions.

Attempt question **ONE (Compulsory)** and any other **TWO** questions
Maximum marks for each part of a question are as shown
This paper consists of **THREE** printed pages

Question One (Compulsory)

- a) Explain the following terms:
(i) Traditional commerce
(ii) E-commerce
(iii) Value added networks
(iv) Electronic data interchange
(v) E-commerce framework **(10 marks)**
- b) List the roles of intermediaries in e-markets **(4 marks)**
- c) State the difference between “technological limitation” and “non-technological limitation” of e-commerce. **(4 marks)**
- d) Define the term m-commerce **(2 marks)**

Question Two

- a) A lot of research has been made to ensure that online business is made safe but still there are loopholes. Explain the reasons why e-crimes are difficult to stop **(4 marks)**
- b) Discuss the following threats to e-commerce **(4 marks)**
(i) Botnets
(ii) Phishing
(iii) Denial of service
(iv) Server and webpage hijacking
- c) Briefly explain the following modes of payment **(6 marks)**
(i) E-check
(ii) Digital cash
(iii) Credit card
- d) Explain the technologies that facilitate E-commerce **(6 marks)**

Question Three

- a) Explain the following types of e-commerce: **(6 marks)**
(i) Business to business e-commerce
(ii) Business to consumer e-commerce
(iii) Consumer to consumer e-commerce
- b) Describe the pillar of e-commerce and infrastructure necessary to implement e-commerce. **(10 marks)**
- c) State the advantages of value added networks over public networks **(4 marks)**

Question Four

- a) Explain the hindrance factors affecting e-commerce in Kenya **(4 marks)**
- b) State FIVE main reasons why developing countries have lagged behind in embracing full e-commerce compared to their developed counterparts **(5 marks)**
- c) State the importance of an intranet for a business engaging in e-commerce **(3 marks)**

Question Five

- a) Describe the factors that are critical for a e-payment method to achieve critical mass **(4 marks)**
- b) How does e-commerce link customers, workers, supplier, distributors and competitors **(4 marks)**
- c) State the difference between the following **(10 marks)**
- (i)** E-commerce and e-business
 - (ii)** Public key encryption and private key encryption
 - (iii)** Non technical attacks and technical attacks
 - (iv)** Digital signatures and digital certificate
 - (v)** B2B e-commerce and C2C e-commerce
- d) State FOUR examples of e-commerce application **(2 marks)**