TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR DEGREE IN:
BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY (BTIT 13S)
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY (BSIT 12J)

EIT 4311/BIT 2315: E-COMMERCE

END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2014
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 **TWO** printed pages

Question One (Compulsory)

a) Define the following concepts.   **(4 marks)**
   (i) Value chain
   (ii) Value system

b) Identify and explain TWO barriers to E-commerce   **(4 marks)**

c) With an example, explain the "Pervasive e-commerce' phase.   **(6 marks)**

d) Describe TWO e-government services offered in Kenya   **(4 marks)**

e) Describe how the following e-commerce benefits are attained:
   (i) Supply chain cost reduction   **(3 marks)**
   (ii) Increased revenue   **(3 marks)**

f) Outline convergence trends to watch in e-commerce **(6 marks)**

Question Two

a) Define a 'business model' **(2 marks)**

b) Describe the characteristics of a business model **(5 marks)**

c) Describe the following aspects of intranet **(10 marks)**
    (i) Function
    (ii) Application

d) List THREE alternatives to the internet for e-commerce **(3 marks)**

Question Three

a) Discuss the difference between e-marketing and traditional marketing strategy **(6 marks)**

b) Outline FIVE factors to be considered in e-marketing demand analysis **(10 marks)**

c) Briefly explain the following security requirements:
    (i) Confidentiality
    (ii) Integrity
    (iii) Availability
    (iv) Accountability **(4 marks)**

Question Four

a) Briefly explain the Nairobi country parking electronic payment system. **(8 marks)**

b) Discuss the advantages and disadvantages associated with the strategy. **(5 marks)**

c) Classify Nairobi Country's parking electronic payment system. **(2 marks)**

d) Identify the limitations of the payment system mentioned in (c) above **(5 marks)**

Question Five

Amazon.com is a well known successful page of e-commerce implementation. Use Porter's five forces model do describe Amazon's strategy, and any five services offered by Amazon.com **(20 marks)**