



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

Faculty of Engineering & Technology

DEPARTMENT COMPUTER SCIENCE & INFORMATION TECHNOLOGY
BACHELOR OF BUSINESS ADMINISTRATION

BBT 2211: INTERNET COMMERCE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: FEBRUARY/MARCH 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions in **TWO** sections **A & B**

Answer 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

SECTION A (COMPULSORY)

QUESTION ONE [COMPULSORY, 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 Serives 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 businesses in its supply chain. Consider the above scenario and;

- Identify and analyze **THREE** risks that cover the manufacturer's use of the Internet (9marks)
- 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)
- Give one advantage the company may have by having its email services hosted externally

(1 mark)

SECTION B (Answer any two questions)

QUESTION TWO [MATLAB] [20 marks]

- a) List **FOUR** preliquisites that one needs to connect to the internet (4 marks)
- b) Differentiate between the following E-Commerce concepts (6 marks)
 - i) Intranet and Extranet
 - ii) Pear 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 arise for companies conduction electronic commerce (6 marks)

QUESTION THREE [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 FOUR [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 (8marks)

QUESTION FIVE [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 concerned about presence than firms that operate only in the physical world. (4 marks)
- c) Explain the following promotion techniques for the Web (12 marks)
 - (i) Creating an effective Web Presence
 - (ii) Identifying and getting Customers
 - (iii) Creating and Maintaining Brands on the Web