



TECHNICAL UNIVERISTY OF MOMBASA

# Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS  
ADMINISTRATION (BBA III)

**BIT 2211: E-COMMERCE**

END OF SEMESTER EXAMINATION

**SERIES: APRIL 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

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**Question One (Compulsory)**

- a) Name and describe **FIVE** services currently available through the web. **(10 marks)**
- b) Differentiate between e-commerce and e-business. **(4 marks)**
- c) Name any **THREE** steps a company can take to curtail cyber-criminal activity from within a business? **(2 marks)**
- d) Explain any **FOUR** unique features of e-commerce technology. **(8 marks)**

- e) Compare and contrast intranets, extranets and the internet as a whole. **(6 marks)**

### Question Two

- a) Discuss any **FOUR** major limitations of today's internet **(8 marks)**
- b) Why was the development of the browser so significant for the growth of the web? **(2 marks)**
- c) How do biometric devices help improve security? What particular type of security breach do they particularly reduce? **(4 marks)**
- d) Name any **THREE** different web markup languages and explain the differences between them. **(6 marks)**

### Question Three

- a) Discuss any **FOUR** most important factors impacting web site design and how do they affect a site's operation. **(8 marks)**
- b) Give an example of security breaches as they relate to the following dimensions of e-commerce security, for instance, what would be a privacy incident? **(12 marks)**
- (i) Integrity
  - (ii) Non-repudiation
  - (iii) Authenticity
  - (iv) Confidentiality
  - (v) Privacy
  - (vi) Availability

### Question Four

- a) Name the major points of vulnerability in a typical online transaction. **(3 marks)**
- b) Is a computer with anti-virus software protected from viruses? Why or why not? **(4 marks)**
- c) Describe the major steps involved in an online credit card transaction. **(5 marks)**
- d) Would you say that the Internet fosters or impedes social activity? Explain your position. **(4 marks)**
- e) Define the following terms as used in e-commerce. **(4 marks)**
- (i) Shopping cart
  - (ii) Virtual mall
  - (iii) Hyperlink
  - (iv) Web server

### Question Five

- a) (i) Define the term supply chain. **(2 marks)**
- (ii) Explain what SCM systems attempt to do. What does supply chain simplification entail? **(2 marks)**
- b) Explain why an e-commerce site might not want to report being the target of cyber criminals. **(2 marks)**
- c) An expert in e-commerce has projected that the use of e-commerce will continue to rise in the foreseeable future and even products and services that have traditionally failed due to intrinsic

limitations (e.g. perishable products like groceries) will find innovative uses of e-commerce ready for their uptake.

(i) Discuss any **THREE** factors that will help define the future of e-commerce over the next five years **(6 marks)**

(ii) Explain any **THREE** major limitations on the growth of e-commerce. **(6 marks)**

d) What is latency, and how does it interfere with Internet functioning? **(2 marks)**