



TECHNICAL UNIVERISTY OF MOMBASA

# Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS  
ADMINISTRATION (BBA)

**BIT 2311: E-COMMERCE**

END OF SEMESTER EXAMINATION

**SERIES: APRIL 2013**

**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** 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) Define the following terms:

- |   |           |
|---|-----------|
| (i) E-Commerce                          | (2 marks) |
| (ii) E-Business                         | (2 marks) |
| (iii) Electronic Data Interchange (EDI) | (2 marks) |
| (iv) E-Procurement                      | (2 marks) |
| (v) E-tailing                           | (2 marks) |

b) Discuss the benefits of E-commerce to the society. (6 marks)

c) Briefly explain any **TWO** political aspects that affect the success of E-commerce in a country. (4 marks)

d) Describe the impact of E-commerce in the following areas:

- |  |           |
|--|-----------|
| (i) Marketing                            | (3 marks) |
| (ii) Production and Operation Management | (3 marks) |

- e) Explain the following E-Commerce partnerships. (2 marks)  
(i) Business to Government (2 marks)  
(ii) Consumer to Consumer

**Question Two**

- a) Discuss the difference between E-commerce and E-Business (10 marks)  
b) State and describe any **FIVE** benefits of E-commerce to consumer. (10 marks)

**Question Three**

- a) Explain the term “Virtual Workplace” (2 marks)  
b) State and explain the key drivers of E-commerce (8 marks)  
c) State and explain the key drivers of E-business (10 marks)

**Question Four**

- a) Explain the following terms:  
(i) Business process re-engineering (3 marks)  
(ii) Change management (3 marks)  
b) Describe how E-commerce affects the following business enterprise area.  
(i) Finance and Accounting (3 marks)  
(ii) Business Laws and Ethics (3 marks)  
(iii) Human Resource Management (3 marks)

**Question Five**

- a) State and describe **FIVE** benefits of E-commerce to organizations (10 marks)  
b) State and describe any **FIVE** limitations of E-commerce to customers. (10 marks)