



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Engineering & Technology

**DEPARTMENT OF COMPUTER SCIENCE & INFORMATION
TECHNOLOGY**

**UNIVERSITY EXAMINATION FOR:
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
(BSC.IT S11/S-EV)**

BIT 2315: E-COMMERCE

**END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2012
TIME: 2 HOURS**

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions

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

Question One (Compulsory)

- a) Explain the difference between E-business and E-commerce. **(4 marks)**
- b) Explain the main problem with taxation under e-commerce. **(2 marks)**
- c) Explain the following strategies:
- (i) Brick and mortar
 - (ii) Click and mortar
 - (iii) Pure play e-commerce **(6 marks)**
- d) Not all commodities are suitable for e-commerce. Explain this statement using examples. **(6 marks)**

- e) State **FOUR** main reasons why developing nations have lagged behind in embracing full e-commerce compared to their developed counterparts. **(4 marks)**
- f) Amazon is today one of the success stories in e-commerce. Outline **FOUR** impacts of e-commerce on Amazon. **(4 marks)**
- g) Explain the technological difference between smart card and credit card. **(4 marks)**

Question Two

- a) State the traditional buyers and sellers perspective of commerce.
- b) Explain how e-commerce has transformed these activities of the buyer and seller. **(20 marks)**

Question Three

Compare and contrast E-government implementation between Kenya and Singapore. **(20 marks)**

Question Four

Compare and contrast the following payment systems according to the ACID and ICES tests.

- (i) Cash
- (ii) Cheques
- (iii) Credit Cards **(20 marks)**

Question Five

Easy Fly.com is new airline agency that requires an ecommerce solution. You have been approached by the company to develop a solution for them. You are aware that designing and developing an E-commerce site requires careful planning and selection of appropriate tools and methodologies. Discuss the stages that you would need to go through to develop and maintain the site. **(20 marks)**