TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION

BIT 2211: E COMMERCE

END OF SEMESTER EXAMINATION
SERIES: AUGUST 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

Question One (Compulsory)

a) Differentiate between e-commerce and e-business. **(4 marks)**

b) The usability of website interface determines how long a customer is likely to stay on your website and eventually make a purchase. Explain any FIVE factors that you would take into consideration when designing a e-commerce website. **(10 marks)**

c) Discuss any **FOUR** top e-commerce development of the last decade. **(8 marks)**

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d) Discuss the basic steps you will need to accomplish before becoming commerce enabled.
(8 marks)

Question Two

While technology has the potential to improve the standard of living of many people as well as change the way business is done, some people are not convinced that rapid technological change is necessarily a good thing for society. They cite the use of M-technology as a component of E-technology that has lead the role of telephone land lines and resulted in job losses is related business. In addition, the benefits of progressive movement from one technology to another are lost when some technologies are "skipped" is in some countries due to rapid technological advancement.

a) Address the concerns expressed in the scenario **(10 marks)**

b) Evaluate the potential of M-technology to transform the way business is done in future.
(10 marks)

Question Three

a) Describe FOUR major differences between e-commerce and traditional commerce. **(6 marks)**

b) E-commerce has witnessed a rapid growth in the global market. Explain how e-commerce has impacted on the following, giving an appropriate example from the Kenyan context. **(6 marks)**
  (i) Banking
  (ii) Stock trading
  (iii) Tour and travel

c) Describe briefly the **TWO** basic e-commerce enablers. **(2 marks)**

d) Describe **FOUR** e-payment systems **(8 marks)**

Question Four

a) Security is huge challenge for e-commerce exchanges. State and describe FOUR vulnerabilities and how they can be addressed. **(8 marks)**

b) Explain any **THREE** challenges that an organization may have to deal with internally relating to the adoption of e-commerce and three external driving factors which lead to e-commerce adoption.
(12 marks)

Question Five

a) Explain the following e-business transactions models giving an example of each from the Kenyan business environment.
  (i) B2C
  (ii) B2B
  (iii) B2G **(6 marks)**

b) Explain the use of a firewall within an organization in relation to e-commerce applications.
(2 marks)
c) Discuss how CRM and SSM systems impact on E-commerce **(4 marks)**
d) State and explain **FIVE** characteristics of a successful e-payment method. **(5 marks)**

e) Define the following protocols.
  (i) HTTP

(ii) TCP/IP
(iii) SMTP **(3 marks)**