



TECHNICAL UNIVERISTY OF MOMBASA

# Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION TECHNOLOGY (DICT 12J)

**ECT 2205: E-COMMERCE**

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 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 **THREE** printed pages

### Question One (Compulsory)

- a) Define the following terms: (8 marks)  
a) CPM  
b) Conversion rate  
c) Click through rate  
d) Stickiness
- b) State and explain FOUR services provided by the internet (4 marks)
- c) Give THREE advantages of click and mortar over pure play organization. (3 marks)
- d) Describe FIVE factors that are critical for an e-payment method to achieve critical mass (5 marks)
- e) Discuss FIVE components of market place (10 marks)

### Question Two

- a) State and explain FIVE benefits of e-commerce to the consumer (5 marks)
- b) Explain FIVE reasons affecting the rate of e-commerce adoption among Kenyans (5 marks)
- c) Giving examples, differentiate between guided and unguided media (2 marks)
- d) State the type of organization hosting mail server below (2 marks)  
(i) mil  
(ii) net
- e) List the roles of intermediaries in emarkets (4 marks)
- f) Differentiate between intranet and extranet (2 marks)

### Question Three

- a) The emergence of the web and the growth of ecommerce and e-business have forced enterprises to move away from private communication networks to public networks. This brings with it new problems and security threats that companies need to deal with. E-finance.com is a financial company offering a variety of services to both private and public customers. Naturally security and the safety of data and transaction are of paramount importance to the company. For application security requirements. Using appropriate examples, discuss the following issues.  
(i) Authentication (4 marks)  
(ii) Authorization (4 marks)  
(iii) Message integrity (4 marks)  
(iv) Confidentiality (4 marks)
- b) Explain the difference between ecommerce and e-business (4 marks)

### Question Four

- a) State and explain FIVE benefits of e-commerce to the organization (5 marks)
- b) Explain the concept of client server technology (3 marks)

c) Discuss SIX reasons for the rapid growth of web advertising (12 marks)

**Question Five**

a) Explain why M-PESA has become very common form of e-payment in Kenya (6 marks)

b) Explain SIX different classifications of business transactions (6 marks)

c) List FOUR advantages of electronic job market for job seekers and FOUR employees. (8 marks)