



TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:
BACHELOR OF TECHNOLOGY IN INFORMATION COMMUNICATION
TECHNOLOGY (BTIT)

EIT 4311: 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 (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) Define the following terms: **(9 marks)**
- (i) Value chain
 - (ii) Strategy
 - (iii) Business model
- b) Describe FIVE barriers to e-commerce adoption. **(5 marks)**
- c) Describe the components of a business model **(5 marks)**
- d) Describe the benefits associated with an extranet **(5 marks)**
- e) Describe the following classifications of e-business giving TWO examples of each implementation. **(6 marks)**
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- (i) B2C
- (ii) C2B

Question Two

- a) Explain the significance of a business model **(5 marks)**
- b) Explain the difference between e-commerce model and traditional classical model **(4 marks)**
- c) State SIX intangible benefits of e-commerce **(6 marks)**
- d) Describe typical applications in an intranet **(5 marks)**

Question Three

Government procurement has proved to be a major challenge in Kenya.

- a) Outline the challenges that face both the buy-side and sell-side **(5 marks)**
- b) Outline an e-business strategy that will result in a solution for government procurement in Kenya. **(10 marks)**
- c) Describe the infrastructure necessary to support the solution outlined in (b) above **(5 marks)**

Question Four

- a) Complete the given SWOT analysis table for a business strategy plan **(10 marks)**

INTERNAL FACTORS		
	STRENGTHS	WEAKNESSES
OPPORTUNITIES		
THREATS		

- b) Differentiate between internet and intranet **(10 marks)**

Question Five

With the aid of a diagram, describe the E-commerce value chain. **(20 marks)**