



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION
TECHNOLOGY

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
(DICT M10/S-EV/S-FT)

EIT 2202: E-COMMERCE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: FEBRUARY 2013

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) Define the following terms:
- (i) Electronic Data Interchange (EDI)
 - (ii) Electronic Commerce
 - (iii) Value Added Network (VAN)
 - (iv) Shopping cart Application
- (10 marks)
- b) Give **FOUR** benefits of e-commerce. (2 marks)
- c) Explain how a business entity become e-commerce enabled? (5 marks)
- d) Describe how e-commerce works? (5 marks)
- e) What advice would you give to e-commerce consumer? (3 marks)

Question Two

- a) Describe the following type of e-commerce giving one example of each. (12 marks)
- (i) Business to Business
 - (ii) Business to Consumer
 - (iii) Consumer to Business
 - (iv) Business to Employee
- b) List down **THREE** properties of electronic cash. (3 marks)

Question Three

- a) Discuss the importance of the following elements of supply chain planning. (12 marks)
- (i) Demand
 - (ii) Distribution
 - (iii) Transportation
 - (iv) Advanced scheduling
- b) Briefly explain why it is important to market the merchant website. (3 marks)

Question Four

- a) Discuss the following forces behind e-commerce: (9 marks)
- (i) Economic forces
 - (ii) Market forces
 - (iii) Technology forces
- b) Explain how e-commerce is embarked in the following industries. (6 marks)

Question Five

Discuss the different types of e-commerce criminals and the mechanisms used to block them.

(15 marks)