MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

FOURTH YEAR **FIRST** SEMESTER EXAMINATION FOR, BACHELOR OF COMMERCE, BACHELOR OF PURCHASING AND SUPPLY MANAGEMENT, BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING, BACHELOR OF SCIENCE IN COMPUTER SCIENCE

SIT 402 – ELECTRONIC COMMERCE

DURATION: 2 HOURS

DATE: 13/12/2018

TIME: 2 – 4 P.M.

Instructions to candidates:

1. Answer question One and Any Other Two questions.

2. Mobile phones are not allowed in the examination room.

3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION
QUESTION ONE (30 MARKS)

a) (i) Explain the use of a firewall within an organization in relation to e-commerce applications (2 marks)

(ii) Describe four vulnerabilities and how they can be addressed in e-commerce (4 marks)

b) Briefly explain any four e-payment systems in e-commerce (4 marks)

c) John bought a pair of dress for Jane from an online shop and had it delivered to her in office for her birthday. As a return of a good deed Jane bought John's favorite E-book and had it delivered to his email. Discuss this scenario using three dimensions of e-commerce .Motivate your answer using relevant examples (4 marks)

d) (i) Define EDI as used in e-commerce (2 marks)

(ii) Explain the steps followed by a business transaction in an EDI system (4 marks)

e) Describe any five ways used by an organization to generate revenue in an E-commerce project (5 marks)

f) With the help of five components/participants explain the meaning of E-market places (5 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION
QUESTION TWO (20 MARKS)

a) Explain how SSL,SHTTP and SET protocols are used for secure transactions in E-commerce (9 marks)

b) Explain the methods that can be used to collect customer information for advertising in e-commerce activities (6 marks)

c) State five elements of an E-payment Transaction (5 marks)

QUESTION THREE (20 MARKS)

a) Harriet just launched her new e-commerce shop. Driven by the spirit of entrepreneurship, Harriet is expecting to get her first customers and maintain them, walk her through the customer life cycle (5 marks)

b) Describe the five phases through which a transaction goes through in a secure e-commerce platform built with Java Electronic Commerce Framework (JECF) (10 marks)

c) Describe five activities that form part of e-commerce customer service after a sale. (5 marks)

QUESTION FOUR (20 MARKS)

a) Explain any four characteristics of a good e-commerce website (4 marks)

b) Internet security is a key concern as far as e-commerce is concerned .Several techniques exist in protecting the network from external attacks. Describe any two of such techniques (4 marks)

c) With an example explain the following
   i. Cyber crime
   ii. Shopping cart (4marks)

d) Explain four reasons why a business would embrace E-commerce (8 marks)