**CONTINUOUS ASSESSMENT TEST**

**CAT 1**

1. **Describe the process of online purchasing, from inception until the product/service is shipped. (10Marks)**

1. **Analyze the concept of personalization in e-commerce explaining the strategies that can be applied to compile user profiles (10 marks)**

1. **Identify the tools you can develop to support customers, distributors, and trading partners in e-commerce. Discuss each of the tools in details(10 marks)**