**CONTINUOUS ASSESSMENT TEST**

**UNIT NAME: E-COMMERCE**

**UNIT CODE: SIT402**

1. Describe the process of online purchasing, from inception until the product/service is shipped. (10 marks)
2. Analyze the concept of personalization in e-commerce explaining the strategies that can be applied to compile user profiles (10 marks)
3. 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)