**Review Questions**

1. Explain the evolution of E-Commerce and the technological advancements to current
2. Visit Amazon.com and identify the services the company provides to its customers.What type of EC is this? What business model does Amazon use?
3. Compare brick-and-mortar and click-and-mortar organizations
4. Why is E-Learning considered EC?
5. Explain the Benefits and Limitations of EC and the Factors affecting e- commerce in Kenya. Which of the EC limitations do you think will be mere easily overcome in Kenya- the technological or the non-technological limitations? Why?