

UGANDA MARTYRS UNIVERSITY

UNIVERSITY EXAMINATIONS FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION SYSTEM

END OF SEMESTER FINAL ASSESMENT

SEMESTER 1, 2022/2023

COURSE	:	BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY & BACHELOR OF SCIENCE IN FINANCIAL MATHEMATICS – YR 3
PAPER	:	E-COMMERCE
CODE	:	CSC 3102
YEAR	:	Three
DATE	:	19 TH DECEMBER 2022
TIME	:	9:30 – 12:00 OM
DURATION	:	3 HOURS

Instructions

- Attempt **ANY FOUR** Questions.
- All questions carry equal marks (25 marks each).
- Each question must begin on a fresh page.
- Don't open the answer booklet unless directed by the Examination Invigilator/Supervisor.
- Indicate your **NAME, REGISTRATION NUMBER, and STUDENT NUMBER** on the answer booklet.
- Remember to indicate the question number you have answered.
- All answers should be written in the answer booklet provided
- Start each question on a new page
- All University Rules Apply

Question One

- a) Define the term E-Commerce. (3marks)
- b) Differentiate between E-commerce and E-Business. (6marks)
- c) Explain the 3 benefits of E-Commerce to:
 - i. Sellers(Merchants) (3marks)
 - ii. Buyers (3marks)
- d) Briefly Describe any Five Unique Features of E-commerce. (10 marks)

Question Two

- a) Define a business model. (02 marks)
- b) Explain Five Features of E-commerce Revenue models. (10 marks)
- c) Business-to-consumer (B2C) e-commerce, in which online businesses seek to reach individual consumers, is the most well-known and familiar type of e-commerce. Explain any Four B2C Revenue models. (08 marks)
- d) Differentiate between the following business models
 - i) E-distributor and E-procurement (02 marks)
 - ii) Exchanges and Industry Consortia (03 marks)

Question Three

- a) Define the term E-security. (1 mark)
- b) John a well-known business man in Kampala wants to start conducting e-commerce, help describe to him five essential requirements for safe e-payments/transactions. (10 marks)
- c) As an E-commerce expert, describe any four measures to ensure Security. (8 marks)
- d) Discuss any three types of cybercrime. (6 marks)

Question Four

- a) An international Bank has experienced a break in security that has resulted in the loss of more than 100 million dollars and an accompanying loss of customer goodwill and a drop in the usage of online facilities. The bank has contacted you to write an article to be published in their monthly internal magazine to inform the employees about the different categories of e-commerce threats in the Internet communication. (10 marks)
- b) Discuss the different modes of electronic payments used in e-commerce. Giving two advantages in each case (15marks)

Question five

- a) Describe any Five major Internet marketing strategies, stating 2 advantages and two disadvantages in each case. (20 marks)
- b) Give any five advantages of B2B Ecommerce. (5 marks)

Question six

- a) Define the following
- i) m-commerce (2 marks)
 - ii) Pervasive Computing (2 marks)
- b) Explain any Four features that make m-commerce different from e-commerce. (8 marks)
- c) Give three limitations of m-commerce. (3 marks)
- d) Ethics is a branch of philosophy that studies what is wrong or right. Explain the different ethical issues in E-commerce. (10 marks)

*THE END *

Question Four

- a) An international Bank has experienced a break in security that has resulted in the loss of more than 100 million dollars and an accompanying loss of customer goodwill and a drop in the usage of online facilities. The bank has contacted you to write an article to be published in their monthly internal magazine to inform the employees about the different categories of e-commerce threats in the Internet communication. (10 marks)
- b) Discuss the different modes of electronic payments used in e-commerce. Giving two advantages in each case (15marks)

Question five

- a) Describe any Five major Internet marketing strategies, stating 2 advantages and two disadvantages in each case. (20 marks)
- b) Give any five advantages of B2B Ecommerce. (5 marks)

Question six

- a) Define the following
- i) m-commerce (2 marks)
 - ii) Pervasive Computing (2 marks)
- b) Explain any Four features that make m-commerce different from e-commerce. (8 marks)
- c) Give three limitations of m-commerce. (3 marks)
- d) Ethics is a branch of philosophy that studies what is wrong or right. Explain the different ethical issues in E-commerce. (10 marks)

*THE END *