

**UGANDA MARTYRS UNIVERSITY, NKOZI/LUBAGA
CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

BAM 3 SEMESTER TWO 2022/2023

**COURSE UNIT: ADVANCED INFORMATION SYSTEMS AND
E-COMMERCE**

DATE: Monday, 15th May 2023

Time allowed: 9:30am -12:30pm

Instructions to Candidates:

Read the following before answering the examination questions.

- 1) Do not write anything on this question paper.
- 2) Write neatly and show all workings clearly.
- 3) Start every question on a new page
- 4) Clearly state the question number & sections attempted
- 5) Answer any four questions, Question **1** is compulsory

Section A. (40 marks) COMPULSORY

1. Explain the terms Strategic Information System and E- business. (5 marks)
2. Explain how E- payments have enabled growth of businesses in Uganda today. (10 marks)
3. Differentiate between Pure E-commerce and Partial E- commerce (5 marks)
4. Discuss different reasons for internet growth in businesses today (10 marks)
5. Explain the term Re-engineering and give 4 reasons why a business may go through that process. (10 marks)

Section B (Answer any 3 questions)

1. Discuss ways in which an organization can utilize
 - i) Business to business
 - ii) Business to Consumer E-commerce to improve business. (20 marks)
2. Discuss the trend and impact of web technologies on businesses in Uganda today. (20 marks)
3. Banks tried different ways to transact business during lockdown but they seem not to get customers. Discuss ways in which banks can use web technologies to transact business. (20 marks)
4. Banks today are facing a challenge with E-payments methods. Discuss some of the threats of E-payment methods by banks in Uganda today and the possible solutions. (20 marks)
5. A company is undergoing a lot of competition. Discuss ways in which a company can gain a competitive advantage in business using Information systems under the different frameworks.
 - i) Value chain Analysis
 - ii) SWOT
 - iii) Competitive forces (20 marks)