

UGANDA MARTYRS UNIVERSITY NKOZI AND
LUBAGA DAY CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT

END OF SEMESTER FINAL ASSESSMENT

SEMESTER II, 2021/2022

THIRD YEAR EXAMINATION FOR BACHELOR OF BUSINESS
ADMINISTRATION AND MANAGEMENT

ADVANCED INFORMATION SYSTEMS AND E-COMMERCE

CODE: CSC3204

DATE: 20TH JULY 2022

TIME: 9:30 AM – 12:30PM

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
2. Attempt Four questions
3. All Questions carry equal marks
4. No **names** should be written anywhere on the examination book.
5. Ensure that your **Reg number** is indicated on all pages of the examination answer booklet.
6. Ensure your work is **clear and readable**. Untidy work shall be penalized
7. Any type of examination Malpractice will lead to automatic disqualification
8. Do not write anything on the questions paper.

Question One

Mukwano Group of Companies has tried different ways to transact business during this lockdown but they seem not to get customers. Discuss ways in which this organization can use web technologies to transact business during this lock down. (25marks)

Question Two

A company is undergoing a lot of competition. Make a proposal on how a company can gain a competitive advantage in business using different frameworks.

- i) Value chain Analysis
 - ii) SWOT
 - iii) Competitive forces
 - b) Define Re-engineering as used in organisations.
- (@ 7 marks)
(4 marks)

Question Three

Discuss ways in which an organization can utilize

- i) Business to business
 - ii) Business to Consumer E-commerce to improve business.
- (25 marks)

Question Four

Mukwano Group of Companies has tried different ways to transact business during this lockdown but they seem not to get customers. Discuss ways in which this organization can use web technologies to transact business during this lock down. (25 marks)

Question Five

Describes the trend and impact from bricks & mortar shops (traditional commerce) to websites & e-commerce (25 marks)

Question Six

a) What risks do you face if your core application (mobile transactions) are unavailable for a day, a week, or longer as a business person? (15 marks)

b) Explain the different e-payment methods in Uganda today and the positive impact it has caused on the economy currently. (10 marks)

Question Seven

a) Name two well-known data transport protocols provided by the Internet Transport Layer. Provide a brief description of each service and indicate what type of application might use that service (10 marks)

b) Are the four types of e-commerce really separate and distinct entities? Discuss. (15 marks)