

UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS
FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

CODE: 3204
COURSE: Advanced Information System and E-commerce.
BAM 111

DATE: 10th.08.2015

Time allowed: 3 hours:

Instructions to Candidates:

- 1. Attempt any four Questions**
- 2. Begin the answer of each question on a fresh page**
- 3. Use of relevant Examples is Important**
- 4. Adhere to all other Examination regulations**
- 5. Do not write anything on this question paper**

Question one

- (a) Most Social Media platforms users use them for chatting, sending pictures etc As a business student explain how businesses and private sector can best benefit from the platforms to take their businesses to another level (15marks)
- (b) Describe how the Internet and the World Wide Web have impacted e-commerce. (10marks)

Question two

- a) Information systems play a vital role the organization business process more so in decision making, with specific illustrations explain how you would advise URA if they are to restructure their platform using the system development life cycle practices.(15marks)
- b) Describe how businesses are using data and new technologies to gain competitive advantages.(10marks)

Question three

- a) AtUganda Martyrs University an information system helps us to communicate, access results for students and others, what would you recommend to be done to strengthen more our information system backbone security. (15marks)
- b) What are the values or benefits of E-marketing? Describe scenarios in which e-marketing play a role in business development.(10marks)

Question four

- (a) Using the segments that make up E-Commerce illustrate how one would do business using online platforms(13marks)
- (b) To maintain the business position or gain competitive advantage one needs to be of a dynamic character, therefore he/she has to constantly change strategies and do business at a cheaper cost explain how E-commerce can best fit this statement(12marks)

Question Five

- (a) Outline the major business functions of any modern business, and explain how E-commerce facilitates each of these functions(15 marks)
- (b) Describe the different forms of epayment (10 marks)

Question six

All corporate IS are built in such a way that takes care of resource sharing since this is one ways of minimizing of costs in business, Explain the various ways in which organizations can foster resource sharing with all business stakeholders (25marks)

Success