

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT

Nkozi and Lubaga

Course: Advanced Information Systems and E-commerce Exam

DATE: Friday 15th December 2023

TIME: 2:00pm-5:00pm

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
2. Section A is compulsory and Attempt Three questions from Section B
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.

Section A. (40 marks)

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 B2B and B2G (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 E-commerce on businesses in Uganda today.
(20 marks)
3. Explain the impact of the following on business
 - (i) Online Consumer Behavior
 - (ii) Online Advertising and Promotion
 - (iii) Social Media Marketing.
 - (iv) E-payments (20 marks)
4. Discuss the four different types of E- commerce and the ethical issues associated with E-commerce. (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)