

UGANDA MARTYRS UNIVERSITY

UNIVERSITY EXAMINATIONS FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION SYSTEM

END OF SEMESTER FINAL ASSESMENT

SEMESTER 1, 2019/2020

COURSE	:	BACHELOR OF INFORMATION TECHNOLOGY
PAPER	:	E-Commerce
CODE	:	CSC 3102
YEAR	:	Three
DATE	:	15 th January 2020
TIME	:	4:00pm-7:00pm
DURATION	:	3 HOURS

Instructions

- *This Paper has two Sections A and B*
 - *Section A is Compulsory*
 - *Attempt three Questions from section B*
 - *All Questions in Section B carry equal marks*
 - *Time Allowed 3 Hours Only*
 - *Remember to indicate the question number you have answered.*
 - *Write your name, course and registration number on all your answer sheets*
 - *All answers should be written in the answer booklet provided*
 - *Start each question on a new page*
 - *All University Rules Apply*
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SECTION A

1. Define E-commerce (01mark)
2. Briefly describe any three advantages of E-commerce (03 marks)
3. Differentiate between the following terms as applied in E-commerce (3 marks)
 - i) B2B E-commerce and B2C E-commerce (3marks)
 - ii) Social Commerce and Mobile Commerce (3 marks)
 - iii) Business Model and Revenue Model (03 marks)
4. What is Web 2.0? Give any 4 examples of Web 2.0 sites (04 marks)
5. List any Four types of revenue Models (02 marks)
6. What is the use of each of the following in Ecommerce site development (02 marks)
 - i) Dynamic page generation tools (02marks)
 - ii) Site management tools (02marks)
 - iii) Merchant Server Software Packages (02marks)
7. Give any three factors to consider for successful E-commerce site design (03 marks)
8. Briefly explain any Four security threats in the E-commerce environment (04 marks)
9. Give any three advantages of online marketing (03marks)
10. What is pervasive computing and give two examples of its application (04 marks)

SECTION B(60 marks)

Attempt three Questions

Question 1

- a) Explain any Four Features of E-commerce that differentiate it from traditional commerce(08 marks)
- b) Giving Examples, Explain the major types of Business-to-business (B2B) Business Models (08 marks)

Question 2

- a) Differentiate between the following terminologies as applied to developing E-commerce presences
 - i. Vertical and Horizontal scaling (3marks)
 - ii. Mobile Website and Mobile Web app (3marks)
- b) Imagine that you are the head of information technology for a fast-growth e-commerce start-up. You are in charge of development of the company's Web site. Consider your options for building the site in-house with existing staff, or outsourcing the entire operation. Decide which strategy you believe is in your company's best interest. Explain why you choose this approach (4 marks)
- c) Discuss the steps involved in creating an e-commerce site. (10 marks)

Question 3

- a) Explain any Four dimensions of e-commerce security (06 marks)
- b) Differentiate between the following E-commerce payment methods
 - i) Credit cards and debit cards (04marks)
 - ii) E-cash and E-check (04marks)
- c) Secure electronic funds transfer is crucial to e-commerce. Describe any three measures that can be used to ensure secure E-commerce Payments. (06 marks)

Question 4

- a) Explain the following strategies of online Marketing giving two advantages in each case (04marks@)
 - i) Search Engine Marketing
 - ii) Email Marketing
 - iii) Viral Marketing
- b) Differentiate between Just-in-Time and Lean Production (04 marks)
- c) Define Electronic Data Interchange and give 3 of its advantages (04marks)

Question 5

- a) Explain any three unique features of Mobile Commerce (06 marks)
- b) Describe any three business benefits of social commerce (06marks)
- c) Explain Four Ethical Issues in E-commerce (08 marks)