

UGANDA MARTYRS UNIVERSITY

FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION SYSTEMS

END OF SEMESTER II EXAMINATIONS

JULY 2022

SECOND YEAR EXAMINATION FOR DIPLOMA IN COMPUTER SCIENCE
AND INFORMATION TECHNOLOGY
(NKOZI, MASAKA, MBALE)

INFORMATION SYSTEMS E-BUSINESS AND ECOMMERCE FUNDAMENTALS

COURSE CODE: DIPS 2203

DATE: 15th July 2022

TIME: 9:30 – 12:30pm

DURATION: 3HRS

Instructions:

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

Question One

- a) Differentiate between the following terms
 - i) EDI and EFT 4 marks
 - ii) Internet and the web 4 marks
- b) Give two characteristics of EDI. 2 marks
- c) Explain any three benefits of EDI. 3 marks
- d) Describe six unique features of E-commerce Technology 12 marks

Question Two

- a) Korel a final year student at Uganda Martyrs University is abruptly arrested by police, claiming she's involved in Identity theft. What exactly is meant by Identity Threat? 1 mark
- b) Describe five ways how ID Theft Takes Place? 10 marks
- c) Explain to Korel any three consequences of not reporting an ID fraud? 6 marks
- d) Advise Korel on how to prevent ID theft? Give 4 8 marks

Question Three

- a) Define the term E-Commerce. 2 marks
- b) Describe three advantages and three disadvantages of E-commerce. 12 marks
- c) Discuss the four main types of E-commerce. 8 marks
- d) Give any three positive Impacts of E-commerce on the seller. 3 marks

Question Four

- a) Define the term E-business. 2 marks
- b) Explain how e-business and e-commerce differ. 4 marks
- c) Describe the intersection between e-business and e-commerce 3 marks
- d) What are the possible risks of using e-commerce ? Describe three. 6 marks
- e) Discuss any two technical and three non-technical limitations of e-commerce? 10marks

Question Five

- a) Define the term E-security. 1 mark
- b) Maxwell, a well known business man in Masaka wants to start conducting e-commerce, help describe to him five essential requirements for safe e-payments/transactions. 10 marks
- c) Due to the Internet's free flow of information, plagiarism and copyright infringement is a continual problem. Discuss this statement in five different ways. 10 marks
- d) Discuss any two types of cyber crime. 4 marks

Question Six

- a) In Online marketing, you can promote the products and services via 1 mark
- b) Difference between Traditional and Online Marketing 4 marks
- c) Describe any five Components of Online Marketing. 10 marks
- d) Explain any three Pros and two cons of Online Marketing 10 marks

END