

UGANDA MARTYRS UNIVERSITY

UNIVERSITY EXAMINATIONS

FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION SYSTEM

END-OF SEMESTER FINAL ASSESSMENT

SEMESTER 1, 2023/2024

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COURSE	:	BACHELOR OF INFORMATION TECHNOLOGY
PAPER	:	E-Commerce
CODE	:	CSC 3102
YEAR	:	Three
DATE	:	14/12/2023
TIME	:	2:00-5:00pm
DURATION	:	3 HOURS

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Instructions

- Attempt **ANY FOUR** Questions.
  - All questions carry equal marks (25 marks each).
  - Each question must begin on a fresh page.
  - Don't open the answer booklet unless directed by the Examination Invigilator/Supervisor.
  - Indicate your **NAME, REGISTRATION NUMBER, and STUDENT NUMBER** on the answer booklet.
  - Remember to indicate the question number you have answered.
  - 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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### Question 1

- a) You have been hired as a consultant for a traditional brick-and-mortar retail company that is considering expanding its operations into the digital realm. The company's executives are interested in understanding the distinctions between e-business and e-commerce to make informed decisions about their online strategy. In this scenario, provide a detailed explanation of differentiating e-business and e-commerce, emphasizing their unique characteristics. **(08 marks)**
- b) Imagine you are an economic analyst advising a government task force responsible for shaping policies related to international trade and commerce. The task force is keen on understanding the global impact of e-commerce on economies and market structures. In this scenario, elaborate on the far-reaching effects of e-commerce on both developed and developing nations. Discuss how e-commerce has influenced market structures, trade dynamics, and employment patterns on a global scale **(17 marks)**

### Question 2

- a) Define a business model **(3 marks)**
- b) Describe at least four different B2C e-commerce business models. Provide at least one example of companies that have successfully implemented each model. **(12 marks)**
- c) Critically analyze the strengths and weaknesses of one e-commerce business model of your choice. **(10 marks)**

### Question three

- a) You are required to create a Website that will target e-commerce, to ensure efficiency, security, and accommodating a high number of site visitors. Discuss the various steps involved in creating an e-commerce site **(10 marks)**
- b) Identify and explain any four key strategies for building a strong e-commerce presence **(08 marks)**
- c) Explain how businesses integrate web, mobile, and app platforms for a seamless customer experience. **(07 marks)**

### Question Four

- a) You are the Chief Information Security Officer (CISO) of a fast-growing e-commerce platform. Over the past few months, there has been an increase in sophisticated cyber threats targeting online retailers. Your executive team is concerned about the potential impact on customer trust and the overall security of the platform. Identify and discuss three emerging security threats specific to the e-commerce industry. Provide a detailed analysis of each threat, including



potential attack avenues and the potential repercussions on both the business and its customers. Explain a proactive security strategy to mitigate these threats and maintain the trust of your customers. **(15marks)**

b) Briefly discuss three advantages of building a mobile web presence in E-Commerce. **(6marks)**

c) How can E-Businesses ensure transparency in their practices, especially regarding terms and conditions for users? Explain any two **(4marks)**

### Question 5

Imagine you are the digital marketing manager for a newly launched e-commerce platform specializing in unique handmade and sustainable products. The company is eager to establish a robust online presence and connect with a socially conscious audience. As the digital marketing manager, you are tasked with outlining five major Internet marketing strategies. For each strategy, elaborate on one advantage and one disadvantage in the context of the e-commerce startup. **(15 marks)**

a) Imagine you have been appointed as a consultant for a traditional retail company aiming to adapt and thrive in the realm of social commerce. The company is aware of the success stories in the industry and is eager to leverage effective strategies to enhance its online presence and drive sales. Discuss social commerce strategies that you can put in place for this retail company to thrive **(10 marks)**

### Question 6

a) You are the legal advisor for an established E-commerce platform that specializes in selling a wide range of consumer electronics globally. The company is dedicated to providing quality products and excellent customer service. Recently, there have been concerns raised about potential legal and ethical challenges. In your role, explain the any five ethical guidelines you would establish to prevent misleading pricing tactics and promote fair competition among sellers on the platform? **(10 marks)**

b) You are the legal advisor for an established E-commerce platform that specializes in selling a wide range of consumer electronics globally. The company is dedicated to providing quality products and excellent customer service. Recently, there have been concerns raised about potential legal and ethical challenges. As the technology consultant, provide a comprehensive plan that integrates mobile and pervasive computing technologies into the city's infrastructure. Justify your proposed strategies, emphasizing how they align with the city planning committee's vision for a smart and connected urban environment. **(15 marks)**