

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

END OF SEMESTER FINAL ASSESSMENT

SEMESTER II, 2021/2022

BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT

Advanced Information Systems and E-commerce

DATE: Monday 25th July 2022

TIME: 2pm -5pm

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
2. Attempt Three questions
3. Question one is compulsory and takes 40marks other 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.

Compulsory

1. Centenary Bank has tried different ways to transact business during this lockdown but they seem not to get customers. Discuss ways in which Centenary bank can use web technologies to transact business during this lock down. (40marks)

Choose 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. (@15 marks)
2. A company is undergoing a lot of competition. Make a proposal on how a company can gain a competitive advantage in business using different frameworks.
 - i) Value chain Analysis
 - ii) SWOT
 - iii) Competitive forces (@ 10 marks)
3. Discuss the trend and impact from bricks & mortar shops (traditional commerce) to websites & e-commerce (30 marks)
4. Explain the impact of internet growth on businesses today in Uganda (30 marks)
5. Explain the E- payments methods and how they have enabled growth of businesses. (30 marks)

END