

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

BAM III NKOZI AND LUBAGA DAY

END OF SEMESTER FINAL ASESSMENT

SEMESTER II, 2017/18

ADVANCED INFORMATION SYSTEMS AND E-COMMERCE

CSC 3204

DATE: 8th/ 05/2018

TIME: 9.30-12.30pm

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
 2. Attempt **ANY** Four questions
 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.
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Question 1

- a) With an organisation of your choice, explain the online business processes carried out by that organisation highlighting the pure and partial online processes and the E-payment methods used. (15 marks)
- b) What are some of the challenges faced by the above organisation in carrying out an online system? (10 marks)

Question 2

- a) With examples define the terms Web technologies and Internet Architecture (5 marks)
- b) Many companies in Uganda today have adopted the use of Internet to transact business. Explain the impact the above has caused to these companies. (20 marks)

Question 3

- a) Explain the terms Strategic Information System and Re-engineering. (4 marks)
- b) Explain how a given organisation of your choice can be able to have a competitive advantage using the following techniques.
 - i. SWOT,
 - ii. Value Chain Analysis
 - iii. Competitive strategies(@7 marks)

Question 4

- a) Explain the following terms as applied to e-business based on relationships created
 - i. B2B
 - ii. C2G
 - iii. B2C
 - iv. C2C
 - v. C2B(@ 2 marks)

In order for a company to carry out online business, a website is always a recommendation for such companies. Explain 10 elements for successful E-commerce website (15 marks)

Question 5

- a) Explain at least six feasible E-Payments Methods in Uganda today. (9 marks)
- b) Organisations in Uganda face a lot of competition, substitute products and threat of new entrants. Explain some of the web technologies the organisation can use to overcome the above the challenges. (16 marks)

Question 6

- a) Differentiate between the following giving examples
 - i. Partial and Pure E commerce.
 - ii. Intranet and Extranet
 - iii. E-business, E-commerce
 - iv. Network and Internet (@ 3 marks)
- b) Explain at least six challenges companies face in using the E payment methods in Uganda today? (9 marks)
- c) Explain four security measures put in place to safe guard these E-payment methods (4 marks).