GROUP 1
1. Using examples discuss the main elements considered when designing an E-Commerce website.
2. Analyze **ebay.com** website as a group, discuss and report the critical success factors and strategies used to achieve E-Commerce objectives

GROUP 2
1. Discuss the brokerage model of E-Commerce clearly explaining the different roles that brokers perform in such a model.
2. Analyze **tripadvisor.com** website as a group, discuss and report the critical success factors and strategies used to achieve E-Commerce objectives

GROUP 3
1. Using examples discuss the following in relation to marketing and advertising on the internet.
   a) Intromercials
   b) Ultramercials
   c) Content-Targeted Advertising.
   d) Classifieds
   e) Query-based Paid Placement
   f) Contextual Advertising / Behavioral Marketing

2. Analyze **jumia.co.ke** website as a group, discuss and report the critical success factors and strategies used to achieve E-Commerce objective

GROUP 4
1. Discuss the security threats affecting e-commerce that players need to be aware of and suggest ways of Securing electronic transactions
2. Analyze **aliexpress.com** website as a group, discuss and report the critical success factors and strategies used to achieve E-Commerce objectives

INSTRUCTIONS: All Group members MUST participate

1. Every group **MUST** prepare PowerPoint and a presentation write-up which must be handed over before the actual presentation in class
2. Use examples and illustrations as much as possible
3. Every group will be given 20 minutes for presentation and extra 10 minutes for reactions from the presentation
4. Every presentation must be well organized into:
   a) **Introduction** (where you will identify and define at least 5 keywords related to your presentation)
   b) The **main body of the presentation** (where you discuss the main points related to your questions) and
   c) The **conclusion** (What is your own opinion and way forward as a group?)
5. Marks will be given for the group (group mark) and for individuals in the group (Individual mark)

GENERAL REVISION QUESTIONS

1. Identify and explain the Hardware and Software requirements for conducting e-commerce and e-business

2. Discuss the E-Commerce Development and Management life-cycle

3. Discuss the regulatory environment of E-Commerce clearly showing the players and their roles in that environment.

4. Discuss the reasons for the slow uptake of E-Commerce in Kenya

5. Discuss the guidelines for a comprehensive E-Commerce security Program/Plan