



METHODIST UNIVERSITY GHANA
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FACULTY OF SCIENCE

DEPARTMENT OF INFORMATION TECHNOLOGY

AND

MATHEMATICAL SCIENCES

FIRST SEMESTER EXAMINATIONS, 2024/2025

MUIT433: FOUNDATION OF E-BUSINESS TECHNOLOGIES (3 CREDITS)

SATURDAY - NOVEMBER 30, 2024

TWO HOURS
(2 HOURS)

Answer ALL questions in Section A

(On The Question Paper)

and any TWO of the five questions in Section B

(In the answer booklet provided)

SECTION A (20MARKS): ANSWER ALL QUESTIONS IN THIS SECTION

(on the question paper)

1. The dimension of e-commerce that enables commerce across national boundaries is called _____.
A. interactivity
B. global reach
C. richness
D. ubiquity
2. E-commerce technologies have improved upon traditional commerce technologies in _____.
A. richness
B. reach
C. both richness and reach
D. neither richness nor reach
3. Which one of the following is not one of the major types of e-commerce?
A. C2B
B. B2C
C. B2B
D. C2C
4. The ability to change the product to better fit the needs of the customer is called _____.
A. customization
B. personalization
C. privacy
D. accessibility
5. In the e-commerce security environment, which of the following constitutes the inner-most layer?
A. people
B. data
C. technology solutions
D. organizational policies and procedures
6. Which of the following is not a dimension of e-commerce security provided by encryption?
A. availability
B. message integrity
C. nonrepudiation
D. confidentiality
7. Malicious hackers who act with the intention of causing harm are _____.
A. White hats
B. Black hats
C. Grey hats
D. Brown hats

8. When hackers flood a Web site with useless traffic to overwhelm the network, it is called _____.

- A. phishing
- B. pharming
- C. a Denial of Service (DoS) attack
- D. spoofing

9. Firewalls perform all the following functions except _____.

- A. Forbids communications from untrustworthy sources
- B. Allows communications from trustworthy sources
- C. Eliminates viruses and other malicious attacks
- D. Filters traffic based on packet attributes

10. The only payment system that is instantly convertible without intermediation is _____.

- A. Credit card
- B. Accumulating balance
- C. Stored value
- D. Cash

11. All of the following are reasons more people don't shop online except _____.

- A. lack of trust in online merchants
- B. lack of convenience
- C. inability to touch and feel the product
- D. fear of misuse of personal information

12. The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as _____.

- A. affiliate marketing
- B. viral marketing
- C. permission marketing
- D. blog marketing

13. E-business can be defined as _____.

- A. the uninhibited flow of information and goods on the Web
- B. the use of the Internet and the Web to transact business
- C. digitally enabled transactions and processes within an organization
- D. commercial transactions involving electronic goods

14. The set of applications and technologies that allow users to create, edit, and distribute content online is known as _____.

- A. Internet
- B. social networking
- C. virtual life
- D. Web 2.0

15. All of the following are types of social marketing except _____.

- A. affiliate marketing
- B. blog advertising
- C. social network advertising
- D. game advertising

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16. The ethical principle which states that if an action is not right for all situations, then it is not right for any situation is known as _____.

- A. The Golden Rule
- B. Slippery Slope
- C. No Free Lunch
- D. Universalism

17. Which of the following statements about privacy is true?

- A. It is a moral right to be left alone
- B. Only corporations and government need to be concerned about it
- C. It has only just recently become a concern
- D. It is most easily obtained on the Internet

18. The ability of consumers to review and contest the accuracy and completeness of data collected

About them involves which of the following FTC fair information practice principles?

- A. Security
- B. Enforcement
- C. Choice/Consent
- D. Access/Participation

19. The redirection of traffic from a legitimate site to an infringing site is called _____.

- A. cybersquatting
- B. cyberpiracy
- C. meta tagging
- D. keywording

20. Social networking sites primarily earn their revenue through _____.

- A. advertising
- B. subscriptions
- C. donations
- D. service fees

SECTION B (40MARKS): ANSWER ANY TWO (2) QUESTIONS IN THIS SECTION

1. The **Right to be Forgotten (RTBF)**, established under the General Data Protection Regulation (GDPR), allows individuals to request the deletion of their personal data from online platforms. Discuss the implications of this right for technological innovation and e-business. [20marks]
2. Encryption is a critical tool for securing data, but it has its limitations and challenges, especially in today's rapidly evolving technological landscape. Explain some of the limits of encryption solutions and state why encryption is not as secure today as it was earlier in the century? [20marks]
3. E-commerce payment systems and their enabling technologies are crucial for the smooth operation of online businesses. Discuss the interest and expectations of four major e-commerce stakeholders in e-commerce payment systems. [20marks]
4. Identify and describe the unique features of e-commerce technology and discuss their business significance. [20marks]
5. Although computer security is considered necessary to protect e-commerce activities, it is not without a downside. Identify and discuss two major areas where there are tensions between security and website operations. [20marks]