



UNIVERSITY EXAMINATIONS: 2018/2019

**EXAMINATION FOR THE DEGREES OF BACHELOR OF
SCIENCE IN IT/ BUSINESS IT/ APPLIED COMPUTING**

**BIT 1303A/BUSS 208: E-COMMERCE
FULLTIME/ PART TIME/ DISTANCE LEARNING
ORDINARY EXAMINATIONS**

DATE: DECEMBER, 2018

TIME: 2 HOURS

INSTRUCTIONS: Answer **Question One** & ANY OTHER **TWO** questions.

QUESTION 1 (30 MARKS)

- a) **DISTINGUISH** between the terms: E-Commerce and E-Business. (4 Marks)
- b) **EXPLAIN** the following terms as used in E-Business;
- i. Brick and Mortar Organizations
 - ii. Virtual Organizations
 - iii. Click and Mortar Organizations
- (2 Marks **Each**)
- c) A framework for e-commerce consist of the following components ; the e-commerce applications, e-commerce support services and e-commerce infrastructure.
- DESCRIBE** 2 (two) examples of each of those components. (4 Marks)
- d) **LIST** four technologies that led businesses into the second wave of electronic commerce. (4 Marks)
- e) **LIST** 2 (three) advantages and 2 Disadvantages of E-Commerce over the traditional Commerce. (4 Marks)
- f) **LIST** 4 (four) the security and transaction threats of electronic Commerce systems and their solutions.

(4 Marks)

- g) **DISCUSS** some of the regulatory and legal issues of electronic Commerce

(4 Marks)

QUESTION 2 (20 MARKS)

- a) **DESCRIBE** 4 (four) E-Commerce business models.

(8 Marks)

- b) **DESCRIBE** 4 (four) E-Commerce Revenue Models.

(8 Marks)

- c) **EXPLAIN** 2 (two) revenue strategy issues that companies face when selling online.

(4 Marks)

QUESTION 3 (20 MARKS)

- a) **DESCRIBE** the fundamental technologies for Designing and implementing electronic Commerce systems.

(8 Marks)

- b) **DISCUSS** what is meant by “database-driven e-Commerce Web sites”.

(4 Marks)

- c) **EXPLAIN** 4 (four) ways in which an organization can create an effective business presence on the Web ?

(4 Marks)

- d) **DISCUSS** the difficulties in measuring the use of your website and related social media campaign.

(4 Marks)

QUESTION 4 (20 MARKS)

- a) It is important to identify which business processes can be streamlined using e-commerce technologies. It is equally important to realize that some processes make effective use of traditional commerce and can't be improved upon using technology.

DISCUSS 2 (two) examples of each of the following ;

- i. Business processes that are well-suited for electronic commerce:
- ii. Business processes that are well-suited to traditional commerce:
- iii. Business processes that are well suited to a combination of e-commerce and traditional

(2 Marks Each)

b) **DISCUSS** 4 (four) E-Commerce Market Strategies

(8 Marks)

c) **EXPLAIN** 2 (two) techniques and strategies that will influence ecommerce trends in the near future?

(6 Marks)

QUESTION 5 (20 MARKS)

a) **LIST** 4 (four) types of e-Commerce Payment systems.

(8 Marks)

b) **WHAT** is a block chain in the context of electronic money?

(4 Marks)

c) **EXPLAIN** the use of a block chain in Bitcoin. Why is it required?

(4 Marks)

d) **DISCUSS** whether Bitcoin is a currency.

(4 Marks)