Course Code: **CIT708**
Course Title: **Concepts and Application of e-Business**
Time: **2 hrs**
*Course Credit Unit***:   2**
Instruction: **Attempt any four (4) questions. Each question carries 17½ marks**

1.
a. Contrast between;
    i. Moore's Law (5 marks).
    ii. Metcalf's Law. (5 marks) and
    iii. Reed's Law.(5 marks).
b. Define the term "web service". (2.5 marks)

2.
   a. Outline 3 levels in which the component technology paradigm can be applied. (1.5 marks).
        i) . Write briefly on the 3 levels in which the component technology paradigm can be applied (1.5 marks).
   b. Explain the following channel management strategies used in running e-business:
        i.   Integrate the Web and traditional channels (2 marks)
        ii.   Web channel used to explore new markets. (2 marks)
        iii.   Traditional channels promote the Web channel. (2 marks)
        iv.   Cannibalize traditional channels. (2 marks)
   c. Briefly explain the first mover advantage (5 marks).

3.
    a. What is e-Commerce marketing (2 marks)
    b. List 5 e-commerce marketing strategies (2.5 marks)
    c. Briefly explain e-commerce web design. (5 marks)
    d. Discuss briefly 4 questions that must be answered before engaging in e-commerce to assess readiness? (8 marks)

4.
    a. Briefly discuss the Bandwidth Scaling Law (5 marks).
    b. Briefly discuss SOAP (4 marks).
    c. Briefly discuss pervasive computing (5 marks).
    d. Briefly discuss e-business infrastructure. Highlight at least 3 infrastructure components. (3.5 marks).

5.
    a. State and explain 3 challenges involved in assessing the value of e-business technology to an enterprise. (4.5 marks)
    b. With the aid of a diagram, explain the e-business cycle (13 marks).

6.
    a. Briefly discuss CRM in the context of e-business application development. In your explanation, highlight questions that must be answered before developing a CRM application as well as the benefits of CRM in e-business. (9.5 marks).
    b. List 3 areas where use case diagrams are useful (3 marks).
    c. Explain briefly the following concepts:
    i. Buy-side model (2.5 marks)
    ii. Sell-side model   (2.5 marks)