COURSE CODE: CIT415
COURSE TITLE: INTRODUCTION TO E-COMMERCE
CREDIT: 3 UNITS
TIME ALLOWED: $2\frac{1}{2}$ HOURS
INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER FOUR (4)


**QUESTION ONE (22 MARKS) COMPULSORY**
Q1a. As an e-commerce practitioner, you have been invited to speak at a conference with audience from both the private and public sector, how will you respond if asked to enumerate five (5) public policy issues in electronic commerce that governments should take heed of? (5 marks)
b. State the necessary steps required when registering a domain name (6 marks)
c. What are the four (4) major types of e-commerce we have (4 marks)
d. List three (3) common security controls introduced to reduce risk to ecommerce systems (3 marks)
e. Briefly highlight any four (4) e-commerce technologies that can be available to beginning e-commerce merchants (4 marks)

Q2a. "In order to survive competition, you need to devise ways of setting your site distinct from the rest" Enumerate any four (4) techniques you can use to achieve this objective (4 marks)
b. Enumerate any four (4) Shopping Cart Problems you know (4 marks)
c. Give four limitations of E-Commerce to Society (4 marks)

Q3a. What is a database server? State three (3) different ways a shopping cart can fail when the database server goes wrong (6 marks)
b. State the two (2) schools of thought in choosing domain names for e-commerce sites (2 marks)
c. State four (4) benefits of E-Commerce to Consumers (4 marks)

Q4a. List and explain three (3) order status options you know (6 marks)
b. What do you understand by the term Digital Right Management? (3 marks)
c. State three (3) important points a person should consider before selecting a shopping cart (3 marks)

Q5a. Explain the term Order Processing (3 marks)
b. State three (3) advantages of selling online over selling by conventional methods (3 marks)
c. Briefly explain the following Online Payment Concepts

i. Acquirers         ii. Internet Merchant Accounts         iii.     Payment     Service Providers (6 marks)

Q6a. What is a shopping cart? (3 marks)
b. Enumerate four (4) issues and problems that affect E-Commerce and E-Business Development (4 marks)
c. Define the following e-commerce terminologies
i. Address Verification       ii. Certificate Authority      iii. Digital Certificate iv.     Domain Name   v. Shipping Confirmation (5 marks)