

Mount Kenya



University

UNIVERSITY EXAMINATION 2012/2013

SCHOOL OF APPLIED AND SOCIAL SCIENCES

DEPARTMENT OF INFORMATION TECHNOLOGY

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

VIRTUAL CAMPUS

UNIT CODE: BIT 2103

UNIT TITLE: ELECTRONIC COMMERCE

MARCH 2013

SPECIAL/SUPPLEMENTARY

TIME:

2HRS

Answer question One and any other Two Questions

1. a) Distinguish the following.
 - i. Traditional marketing and e-marketing.
 - ii. Front-end and back-end market places.
 - iii. Business-to-business and business to consumer electronic commerce.

(6 Marks)
 - b) Discuss any three mechanisms that can help provide security for online transactions.

(6 Marks)
 - c) List three components of an e-marketplace.

(3 Marks)
 - d) Discuss three advantages of using the online auction business model for an auctioneer over the traditional auctioning.

(6 Marks)
 - e) List any three methods that can be used to conduct market research on-line in order to discover information and knowledge about the consumer. (3 Marks)
 - f) Explain how payments can be made on-line using the three different types of payment cards.

(6 Marks)
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2. a) Define the following in relation to e-commerce.

- i. Confidentiality.
- ii. Integrity.
- iii. Availability. (3 Marks)

b) Discuss any three factors that may affect the performance of an e-commerce site. (6 Marks)

c) Explain any three advertising methods that a business can adopt to popularize its web site. (6 Marks)

d) Describe the client-server model of computing and indicate its relevance to e-commerce. (5 Marks)

3. a) Discuss three benefits and limitations of e-commerce. (6 Marks)

b) Explain the functions of a portal in an e-marketplace. (4 Marks)

c) List the key participants when processing card payments and state the function of each participant. (6 Marks)

d) Discuss two reasons why a business would choose to advertise on the internet rather than other media. (4 Marks)

4. a) Explain how the following technologies are of importance to electronic commerce.

- i. Internet.
- ii. World Wide Web. (4 Marks)

b) Describe the following types of e-market places.

- i. Electronic storefront.
- ii. Electronic malls.
- iii. Private market places. (6 Marks)

c) Discuss four strategies that may be used to complete user preferences in order to match services or products to the users preferences. (8 Marks)

d) Define the following as used in e-commerce.

i. E-loyalty.

ii. Anonymity. (2 Marks)

5. a) Differentiate the following.

i. Spot buying and strategic buying.

ii. Brick-and-mortar and dick-and-mortar.

b) On-line travel bookings are among the most successful e-commerce implementations. Discuss possible reasons for this. (8 Marks)

c) Discuss and give examples of e-commerce are as that may be protected by copyright, patent and trademark laws. (6 Marks)

d) Discuss any ethical issue in relation to e-commerce. (2 Marks)