

**SPECIFY TYPE OF  
EXAMINATION**

**FIRST ATTEMPT**   
**FIRST RESIT**   
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**RE-TAKE**



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION  
2<sup>ND</sup> YEAR 2<sup>ND</sup> SEMESTER 2022 ACADEMIC YEAR  
KISUMU CAMPUS**

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**COURSE CODE: ITB 9306**

**COURSE TITLE: ECOMMERCE**

**DATE: DECEMBER 2022**

**TIME:**

**TIME: 2 HOURS**

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**Instructions:**

1. Answer **ALL questions in Section A and B** and **ANY other TWO questions in Section C**
2. Tick the most correct alternative in Section A
3. Answers to Questions in Section B and C must be written in the spaces provided on the question paper.
4. Candidates must ensure they submit their work by clicking “finish and submit attempt” button at the end.



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**SECTION A: 20 Marks (Each question carries 1 mark)**

NB: These are **multiple choice questions** with four choices, A, B, C, and D and the candidate is supposed to tick the correct answer.

1. E-Commerce stands for \_\_\_\_\_.
  - a) Electrical Commerce
  - b) Electronic Commerce
  - c) Entertainment Commerce
  - d) ElectroChemical Commerce
  
2. \_\_\_\_\_ is an early form of E-commerce
  - a) SCM
  - b) EDI
  - c) Both of these
  - d) Neither of these
  
3. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks
  - a) Commerce
  - b) E-Commerce
  - c) E-Business
  - d) None of these
  
4. Which among the following products is suitable for E-Commerce?
  - a) Books
  - b) shoes
  - c) All of these
  - d) None of these
  
5. Which of the following is not a party of SCM?
  - a) Suppliers
  - b) Manufacturers
  - c) Distributors
  - d) Customers
  
6. \_\_\_\_\_ is a system of interconnected electronic components.
  - a) Electronic Network
  - b) Marketplaces
  - c) Electronic Markets
  - d) Metamarkets



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7. \_\_\_\_\_ is a function of E commerce.
  - a) Marketing
  - b) Supply Chain
  - c) Finance
  - d) All of the above
  
8. \_\_\_\_\_ mainly deals with buying and selling, especially on a large scale.
  - a) Shopping
  - b) Commerce
  - c) Retailing
  - d) Distribution
  
9. E markets are markets linked via modern communications networks and powered through true
  - a) True
  - b) False
  
10. \_\_\_\_\_ is a part of the 4 important types of E-commerce.
  - a) All of the above
  - b) B2B
  - c) P2P
  - d) C2A
  
11. Amazon belong to which type of Ecommerce (EC) segment.
  - a) B2B
  - b) B2C
  - c) P2P
  - d) C2B
  
12. The concept of online marketing and selling of products and services through the internet is \_\_\_\_\_.
  - a) B2G
  - b) B2C
  - c) B2B
  - d) B2E
  
13. Which of the following is NOT a B2B E-commerce activity?
  - a) Sending and receiving orders
  - b) Invoice and shopping
  - c) All of the above
  - d) None of the above
  
14. Some marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the \_\_\_\_\_ E-Commerce Model.



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- a) Affiliate
- b) Transaction
- c) Aggregator
- d) Advertising

15. Among the alternative models of B2B E-commerce, which is the best means to acquire a competitive advantage in the market?

- a) Strategic relationship
- b) Process
- c) Transaction
- d) All of the above

16. Which of the following is not a user of B2C E-commerce?

- a) Distributors
- b) Manufacturers
- c) Publishers
- d) None of the above

17. \_\_\_\_\_ allows transactions among customers and dealers through supplying complete information and ancillary services, without being concerned about the actual exchange of products and offerings among the parties.

- a) Middlemen
- b) Metamediary
- c) Intermediary
- d) All of the following

18. Which of the following is not a function of ecommerce

- a) marketing
- b) advertising
- c) warehousing
- d) None of the above

19. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?

- a) Affiliate programs
- b) Click-through
- c) Spam
- d) All of the above

20. Most individuals are familiar with which form of e-commerce?

- a) B2B
- b) B2C
- c) C2B
- d) C2C



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### SECTION B: 30 Marks

The candidate is supposed to **attempt all questions** in this section. Answers to questions in this section must be written in the spaces provided. Answers must be precise and concise. The questions are supposed to be **structured/short answer questions** which **carry 2 to 5 marks each**, making a total of **30 marks**. (Range is **6-15 questions**)

1. What is e-commerce? (2 marks)
2. Give **TWO** ways in which ecommerce differs from e-business? (2 marks)
3. What are three benefits of universal E commerce standards? (3 marks)
4. Give **ONE** example of B2C, B2B, C2C, and P2P Web sites (4 marks)
5. Identify **THREE** factors that contribute to greater internet penetration in Kenyan Households to enable mobile commerce? (3 marks)
6. Is multidisciplinary approach necessary if one hopes to understand e-commerce? **Justify your answer.** (3 marks)
7. identify FIVE differences between the early years of e-commerce and today's e-commerce? Discuss (5 marks)
8. Distinguish buy-side ecommerce from sell-side e-commerce. (2 marks)
9. identify THREE reasons why a company may wish to introduce e-commerce (3 marks)
8. identify any THREE business benefits of extranets (3 marks)

### SECTION C:20 Marks

These are **long answer questions**.

There are a total of **three (3) questions**, each carrying **ten (10) marks**. A candidate is supposed to answer any two (2) questions.

#### QUESTION 1

- a. Technology, business and society are the three major themes underlying E-commerce. Briefly discuss. (6 marks)
- b. Briefly discuss **FOUR** intangible benefits from e-commerce (4 marks)

#### QUESTION 2

- a. Briefly discuss **FOUR** factors that are most important in encouraging Internet adoption amongst e-retailers (4 marks)
- b. E-business involves re-evaluating value chain activities. What types of changes can be introduced to the value chain through e-business? (6 marks)

#### QUESTION 3

Briefly discuss any TEN management issues of e-business infrastructure (10 marks)