



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH IT**

**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER ACADEMIC YEAR MAIN CAMPUS**

**KISUMU LEARNING CENTRE ( SSP)**

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**COURSE CODE: SCS 322**

**COURSE TITLE: E-COMMERCE**

**EXAM VENUE:**

**STREAM:**

**DATE: 20/4/2016**

**EXAM SESSION: 9.00-11.00AM**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS:**

1. Answer Question 1 (Compulsory) and ANY other two questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room

### **QUESTION ONE (30 MARKS)**

- a) State and briefly explain *any four* of the security techniques used to safeguard e-payments in e-commerce (4 Marks)
- b) State *any five* business functional areas where e-commerce impacts can be utilized. (5 Marks)
- c) Value Chain Analysis is one of the strategic tools that may shape how e-commerce is implemented. Identify the *six* components of a typical Value Chain? (6 Marks)
- d) Give advantages of electronic commerce over traditional commerce? (5 Marks)
- e) Briefly discuss *any five* types of e-commerce payment systems available in the current business environment today. (10 Marks)

### **QUESTION TWO (20 MARKS)**

- a) Explain the difference between forward integration and backward integration in a Value Chain Analysis. (5 Marks)
- b) Some business processes can be executed through traditional commerce alone, others through the use of technology while others can use both. Identify business processes that can be executed through the below listed categories of approach? (10 Marks)
- c) Briefly differentiate between: (5 Marks)
  - (i). Pure play, and
  - (ii). Click and Mortar.

### **QUESTION THREE (20 MARKS)**

- a) E-commerce is has become a common term in business. What is your understanding of this term *e-commerce*? (3 Marks)
- b) Identify and briefly explain the benefits of e-commerce to the following categories of beneficiaries;
  - i) The business organization (8 Marks)
  - ii) The society (4 Marks)
- c) Briefly discuss *any five* limitation of e-commerce (5 marks)

### **QUESTION FOUR (20 MARKS)**

- a) What is the difference between business-to-business and business-to-consumer electronic commerce? (5 Marks)
- b) State and explain *at least five* components of a well-functioning website. (10 Marks)
- c) State some of the technologies that can be used to implement a well-functioning website. (5 Marks)

### **QUESTION FIVE (20 MARKS)**

- a) Identify and briefly explain the most common forms of E-crimes in Kenya? (10 Marks)
- b) Why it's Difficult to stop E-Commerce crimes? (10 Marks)