



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE &  
TECHNOLOGY,**

**KISII LEARNING CENTER**

**SCS 322: ELECTRONIC COMMERCE, SECOND SEMISTER, THIRD  
YEAR.**

**EXAM: APRIL, 2014**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY TWO  
OTHER QUESTIONS, TIME 2HR**

**Q1.** a) Describe briefly any three of the following as related to E-commerce

(Provide appropriate examples);

i) E-commerce site puzzle (5marks)

ii) Encryption (5marks)

iii) Disintermediation (5 marks)

iv) Web site spoofing (5 marks)

b) Distinguish e-commerce from e-business. Show where the two intersect. (5marks)

c) Why is a multidisciplinary approach necessary if one hopes to understand e-commerce?  
(10marks)

**Q2.** a) Describe the three different stages in the evolution of e-commerce. (6 marks)

b) What are the major limitations on the growth of e-commerce? Which is potentially the toughest to overcome? (10 marks)

c) Give examples of B2C, B2B, C2C, and P2P Web sites materials. (4 marks)

**Q3** The success of E-commerce lies largely on the security of customers' transactions over the internet.

Drawing appropriate examples and illustrations;

- a) Identify and explain security breaches as they relate to each of the six dimensions of ecommerce security. For instance, what would be a privacy incident? (8 Marks)
- b) Explain why an e-commerce site might not want to report being the target of cybercriminals. (6 Marks)
- c) What are some of the steps a company can take to curtail cybercriminal activity from within a business? (6 Marks)

**Q4.** E-commerce is the way for most modern business organizations. Based on this;

- a) Justify why this trend is becoming popular and perhaps a sure means for a competitive business entity. (10 Marks)
- b) In your own view, identify and explain the factors that may help define the future of e-commerce over the next five to ten years. (5 Marks)
- c) Identify five ways in which the early years of e-commerce can be considered both a success and a failure. (5 marks)

**Q5.** . Classifying e-commerce business is tricky. Discuss this statement in view of the classification theory of e-commerce. (20 Marks)

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