



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

EXAMINATIONS 2013/2014

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION**

**COURSE CODE: SCS 322
COURSE TITLE: E-COMMERCE**

INSTRUCTIONS:

**This paper contains five (5) questions. Answer question ONE
and any other TWO questions**

SECTION A: ANSWER ALL QUESTIONS {30 MARKS}.

QUESTION 1

- (a) Differentiate between electronic commerce and electronic business. (6 Marks)
- (b) What is a virtual enterprise? (6 Marks)
- (c) What is the importance of internet governance? (6 Marks)
- (d) What is the role of web 2.0 technologies in e-commerce business today? (6 Marks)
- (e) What do you mean by digital signatures? (6 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS {20 MARKS EACH}.

QUESTION 2:

- (a) Describe the term Internet and provide a detailed explanation of Internet. (8 Marks)
- (b) What is e-commerce? Give a definition of your own and discuss the history of e-commerce. (12 Marks)

QUESTION 3:

- a) Provide a description of EDI. (6 Marks)
- b) Explain the security issues that e-commerce is exposed to. (8 Marks)
- c) Discuss some of the security mechanisms that organizations need to put in place to safeguard e-commerce strategy. (6 Marks)

QUESTION 4:

- a) Discuss different types of e-commerce models. (10 Marks)
- b) What are the advantages and limitations of e-commerce? Do you think the advantages outweigh the limitation? (10 Marks)

QUESTION 5:

CASE STUDY

E Bay Problem In China

This case is about the challenges faced by eBay Inc. (eBay), a leading e-commerce company, in the Chinese online trading market. eBay entered China in 2002 by acquiring EachNet, a leading auction site in China and was successful in capturing a considerable share of the Chinese e-commerce market. However, by 2005, eBay failed to attract the Chinese consumers though the company modeled its Chinese site on the lines of its globally successful site. eBay also faced tough competition from local e-commerce companies such as Taobao.com (Taobao). Recognizing the need for having a local partner that was more attuned to the needs of the local customers, eBay entered into a joint venture with TOM Online Inc (TOM Online) to form TOM eBay in late2006.

Issues:

- (a) » Understand the issues and challenges faced by eBay in the Chinese e-commerce market
- (b) » Understand the reasons behind the decline of a market leader.
- (c) » Examine the strategies adopted by eBay to improve its business operations in China.
- (d) » Understand the business environment in China from the point of view of a foreign Internet company. (20 Marks)

End of Exam