



JARAMOGI OGINGA ODINGA UNIVERSITY OF  
SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

DIPLOMA IN LINUX ENGINEERING

COURSE CODE: ICT 2215

COURSE TITLE-FUNDAMENTALS OF E-BUSINESS

EXAMINATIONS 2012/2013

TIME 2HRS

INSTRUCTIONS:

- 1) This paper contains five (5) questions.
- 2) Question ONE is Compulsory and any other TWO questions
- 3) Write the answers in the booklet provided

### Question one 30 marks

- a. Define the following terms:
  - i. E commerce
  - ii. E business (4mks)
- b. List any **six** unique features of e commerce technology (6mks)
- c. State **four** benefits of e commerce to organizations (4mks)
- d. Briefly describe **five** major types of e commerce models (10mks)
- e. Briefly describe the **three** categories of e commerce. (6mks)

### Question TWO 20 marks

- a. Discuss **two** web site design strategies (4mks)
- b. Describe any two ethical issues that may arise from the use of e business (4mks)
- c. E supply chain management involves **three** areas of focus. Name them (3mks)
- d. Describe any **four** barriers to e commerce (8mks)
- e. Define e market place (1mk)

### Question THREE 20 marks

- (i) Discuss any **three** models of web site design strategies (6mks)
- (ii) Briefly describe **four** methods for delivering e-mobile services (8mks)
- (iii) State **two** ways that can be used to secure data on transit (2mks)
- (iv) Briefly describe EDI (4mks)

### Question FOUR 20 marks

- a. Define B2B e commerce (2mks)
- b. List **three** benefits of B2B e commerce to suppliers (3mks)
- c. List **five** limitations of e commerce to the society (5mks)
- d. Discuss **five** entities of B2B e commerce (10mks)

**Question FIVE 20 marks**

- a. List **four** benefits of e procurement (4mks)
- b. Name **two** key drivers of e commerce (2mks)
- c. Discuss the **two** main e commerce applications (4mks)
- d. There are three basic options for developing an EC Web site: (1) develop the site in-house either from scratch or with off-the-shelf components, (2) use a packaged application designed for a particular type of EC site, or (3) lease the application from a third party. Each of these approaches has its benefits and limitations. Pick one and describe **three** of its advantages and **two** of its disadvantages. (10mks)
- e.