



JARAMOGI OGINGA ODINGA UNIVERSITY

OF SCIENCE & TECHNOLOGY

UNIVERSITY EXAMINATIONS 2012/2013

**2ND YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE
OF MASTER OF SCIENCE IN INFORMATION TECHNOLOGY**

(KISUMU L.CENTRE)

COURSE CODE: IIT 5213

COURSE TITLE: ENTERPRISE SYSTEM ARCHITECTURE

DATE: 14/8/2013

TIME: 9.00-12.00 NOON

DURATION: 3 HOURS

INSTRUCTIONS

- 1. This paper consists of 5 Questions.**
- 2. Answer Question 1 (Compulsory) and any other 2 questions.**
- 3. Write your answers on the answer booklet provided.**

Question one 20marks

- a) What is Enterprise System Architecture? 2mks
- b) What is Business Reference Model? 2mks
- c) What is Technical Reference Model? 2mks
- d) What is Data Reference Model? 2mks
- e) What are the benefits of Enterprise Architecture? Give examples. 8mks
- f) Name and describe the four practical steps towards Enterprise Architecture. 4mks

Question two 20marks

- a) Define Zachman framework. 2mks
- b) Using Zachman framework, come up with transformations below for JOOST computer labs as a guide
 - i) Planner's view 5mks
 - ii) Designer's view 5mks
- c) What are the infrastructural issues that affect e-commerce? Explain. 8mks

Question three 20marks

- a) List **six** e-business infrastructural issues. 6mks
- b) What are the advantages of online marketing over traditional ways? 1mk
- c) How do you measure return on investment (ROI) for banner advertisements? 2mks
- d) Discuss the effect of placement, size and message on banners as advertisement tools in a web site. 6mks
- e) Discuss the negative perception of pop-ups as an online advertisement tool. 4mks
- f) What is search advertising? 1mks

Question four 20marks

- a) Briefly explain the importance of trust, privacy and security in e-business. 6mks
- b) Mention and briefly explain challenges with trust in e-business. 10mks
- c) Name and explain **three** (3) methods to preserve privacy. 3mks
- d) Give an example of an illegitimate use of cookies in as far as privacy is concerned. 1mk

Question five 20marks

- a) What are the business models for conduction B2B E-Commerce? 4mks
- b) Give a brief description of the following:-
 - i) Dell Business Model 5mks
 - ii) Cisco Business Model 5mks
 - iii) E-Hubs 2mks
 - iv) Vertical Hubs 2mks
 - v) Functional Hubs 2mks