



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR
OF BUSINESS ADMINISTRATION
3RD YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR
CENTRE: MAIN SCHOOL BASED

COURSE CODE: SCS 322

COURSE : ELECTRONIC COMMERCE

EXAM VENUE: AH

STREAM: BBA

DATE: 17/12/2013

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

Instructions:

- 1. Answer question 1 (Compulsory) and ANY other 2 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) Briefly explain at least 4 benefits of e-commerce (6 Marks)
- b) Enumerate at least 5 limitations of e-commerce (5 Marks)
- c) State any 4 of the key roles of government in developing e-commerce (4 Marks)
- d) Briefly explain the three forces fueling e-commerce (6 Marks)
- e) Explain the relevance of internet to e-commerce (5 Marks)
- f) State any four pitfalls that may lead to e-commerce failure (4 Marks)

QUESTION TWO (20 MARKS)

- a) In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. Discuss. (6 Marks)
- b) Give in your own words a clear and concise definition of the following terms:
(i) e-commerce (ii) e-business (8 Marks)
- c) Explain 3 differences between e-commerce and e-business (6 Marks)

QUESTION THREE (20 MARKS)

- a) Describe 4 facilities that support e-commerce and e-business systems (8 Marks)
- b) List 4 issues and problems affecting e-commerce and e-business development (4 Marks)
- c) Briefly explain any four of the issues and problems affecting e-commerce and e-business (8 Marks)

QUESTION FOUR (20 MARKS)

- a) List any 8 popular methods of Ecommerce design (8 Marks)
- b) Briefly explain the process you require in order to register a website for e-commerce purposes (4 Marks)
- c) State the advantages and disadvantages of web hosting (outsourcing) (8 Marks)

QUESTION FIVE (20 MARKS)

- a) If you are a customer looking for a particular product to buy in an e-commerce site, briefly explain what you expect to see/get from the site. (9 Marks)
- b) List 5 basic considerations before starting an e-commerce business. (5 Marks)
- c) Explain any 3 of the above basic considerations (6 Marks)