JARAMOGI OGINGA ODINGA UNIVERSITY OF SCENCE 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.