



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY-
BUSIA LEARNING CENTRE**

SCS-322: E-COMMERCE

DATE: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- 1. This paper contains five (5) questions.**
- 2. Question ONE is Compulsory and any other TWO questions**
- 3. Answer the questions on the booklet provided**
- 4. Mobile phones are not allowed in the exams room**

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QUESTION ONE:

Q1 (a) Define e-commerce (2 marks)

Q1 (b) E-commerce is a relatively new phenomenon in Africa, in light of this discuss the challenges hindering its fast growth (8 marks)

Q1 (c) Describe the management challenges posed by e-commerce and business on the internet (10marks)

Q1. (d) Evaluate the following principle payment systems (10 marks)

- Credit cards
- e-cash
- digital wallet
- electronic cheque
- smart card

Q.2 (a) There are alternative ways of classifying e-commerce, One is on the nature of e-commerce participants. How would you classify the various categories of E commerce based on the nature of its participants? (6 marks)

(b)What are the advantages of using the internet as the infrastructure for electronic commerce and electronic business?(4 marks)

(c). What are the disadvantages of using the internet as the infrastructure for electronic commerce and electronic business?(4 marks)

(d)Evaluate the principle payment systems (6 marks)

- Credit cards
- e-cash
- digital wallet
- electronic cheque
- smart card
- electronic bill payment

Q.3

The internet business models can help firms create and capture profit in new ways by adding extra` value to existing products and services, as the branch manager of company Z explain the following internet business models practiced by e- commerce community to your new employees.(20 marks)

- Virtual store front
- Online exchange
- Information broker
- Transaction broker
- Auction
- Content provider
- Online service provider
- Virtual community
- Portal digital product delivery
- Market place concentrator

Q4.(a) Explain the types of information system security protection as you transact e-commerce in your firm. (6marks)

Q4 (b)

During the implementation of the wide area network in your organization you have come across the following networking terms in the manual that the Chief Information officer brought with him. Briefly explain these terms to other members of your department who seem not to understand them. (8marks)

- TCP/IP (Transmission Control Protocol/Internet Protocol),
- UDP/IP (User Datagram Protocol/Internet Protocol),
- HTTP (HyperText Transfer Protocol)
- FTP (File Transfer Protocol).

Q4.(c) Write short notes on the following internet applications(6 marks)

- remote banking
- E-mail
- Voicemail and fax
- Data conferencing
- Video conferencing

Q5.

- Asses the organizational challenges posed by electronic commerce(6 marks)
- Explain how the internet can facilitate sales and marketing to individual customers?(4marks)
- List and describe the principal technologies for supporting e-commerce (10 marks)