



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF INFORMATICS & INNOVATIVE SYSTEMS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH IT  
3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 201/2016 ACADEMIC YEAR  
KISII CAMPUS-PART TIME**

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**COURSE CODE: SCS 322**

**COURSE TITLE: E-COMMERCE**

**EXAM VENUE: STREAM: (BBA )**

**DATE: EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (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

- a) State **FOUR** key properties of the internet that makes it relevant platform for e-commerce [4 Marks]
- b) Explain the buy-side and the sell – side of e-commerce and e-business [5 Marks]
- c) Discuss the issues that the enterprises management must address under the following for the proper functionality and growth of an e-commerce site
  - i) Business Issues [8 Marks]
  - ii) Technology Issues [8 Marks]
- d) You are a consultant to a small retailer interested in setting up a transactional e-commerce site. Create a summary guide for the company about the stages that are necessary in the creation of a web site and the management issues involved. [5 Marks]

## QUESTION TWO

- a) Discuss in reference to multistage model for e-commerce the relevance and the role of the following key areas in E-commerce site
  - i) Search and identification [2 Marks]
  - ii) Selection and negotiation [2 Marks]
  - iii) Purchasing products and services electronically [2 Marks]
  - iv) Product and service delivery [2 Marks]
  - v) After sales service [2 Marks]
- b) Describe the drivers of ecommerce adoption a cross the world. [5 Marks]
- c) State the benefits of e-commerce to consumers [5 Marks]

## QUESTION THREE

- a) Define and give four examples electronic wallet [5 Marks]
- b) Identify **FOUR** factors that define the future of e-commerce. [4 Marks]
- c) Describe the types of e-commerce [4 Marks]
- d) Some firms use e-commerce with a lot of precaution. Identify and discuss the reasons for these. [7 Marks]

#### QUESTION FOUR

- a) Describe the following terms as used in electronic payment system in e-commerce environment.
- i) Digital certificate [2 Marks]
  - ii) Certificate authority [2 Marks]
  - iii) Secure Sockets Layers (SSL) [2 Marks]
  - iv) Electronic cash [2 Marks]
- b) Discuss the following threats to e-commerce
- i) Intellectual property [2 Marks]
  - ii) Phishing [2 Marks]
  - iii) Online auction fraud [2 Marks]
  - iv) Spam [2 Marks]
  - v) Online profiling [2 Marks]
- c) Differentiate between e-commerce and e-business [2 Marks]

#### QUESTION FIVE

- a) Explain how an organization may use E-commerce for strategic advantages. [6 Marks]
- b) Explain the **THREE** categorization of E-commerce adoption and explain why an enterprise may opt for each of them [6 Marks]
- c) Discuss the features which makes a good commercial web site (e-commerce site) [8 Marks]