

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**DEPARTMENT OF INFORMATION SYSTEMS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF**

**INFORMATION SYSTEMS**

**4<sup>th</sup> YEAR 1<sup>ST</sup> SEMESTER 2015/2016 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: IIS 3413**

**COURSE TITLE: E-BUSINESS AND MODELS**

**DATE:**

**TIME:**

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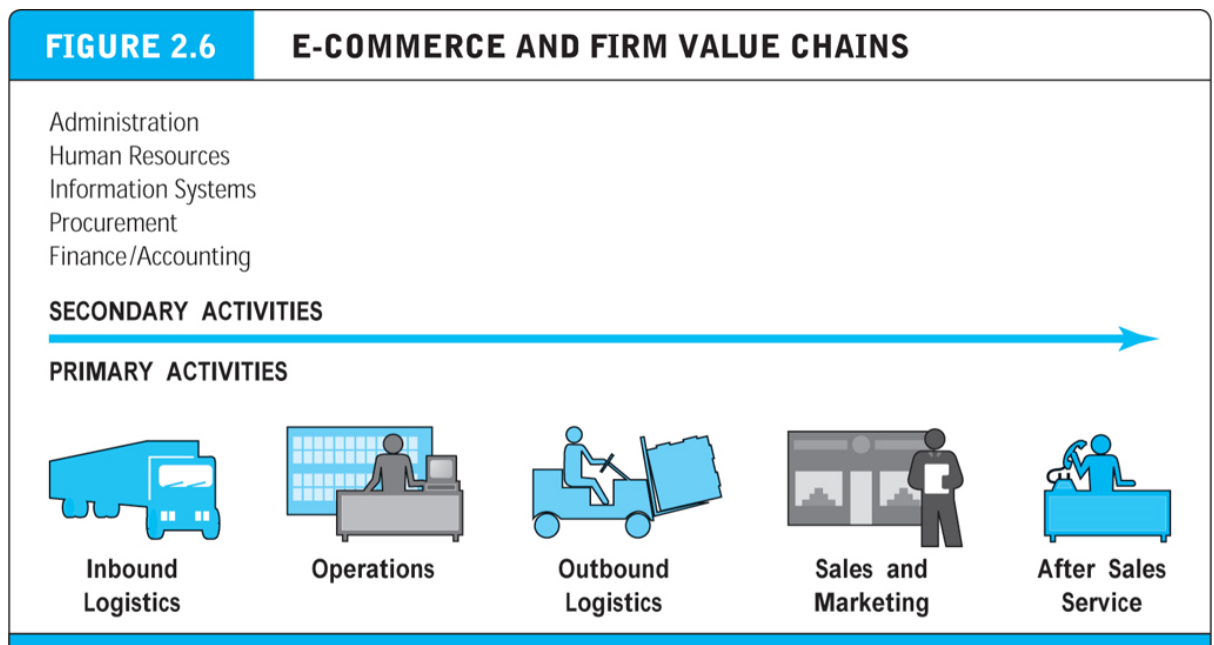
**INSTRUCTIONS**

- 1. Answer Question 1 (Compulsory) and ANY other TWO 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

- What is e-commerce and e-Business? **(4 Marks)**
- Discuss B2B2C and C2B2C model giving proper examples. **(5 Marks)**
- What are the components of Electronic Data Interchange? **(5 Marks)**
- The below figure describes E-commerce and firm value chain infrastructure; categorically write short notes on each of the items labelled with an icon? **(16 Marks)**

**(16 Marks)**



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## Question Two

- Identify and explain the key components of e-commerce business models **(5 Marks)**
- With the help of an industry competition analysis framework, describe how e-commerce has impacted the level of competition in online industries **(5 Marks)**
- Discuss the key business concepts and strategies applicable to e-commerce in this Digital world **(5 Marks)**

- d) Explain how SSL protocol is used for secure transaction. Explain its advantages to e-commerce (5 Marks)

### Question Three

- a) What role does SCM play in Business to Business model in relation to e Commerce? (5 Marks)
- b) Discuss what e-governance is. Explain its relevance to Business to Administration models. (5 Marks)
- c) Discuss in brief what virtual auction is and explain the differences between virtual auction and reverse auction. (5 Marks)
- d) What is a Firewall? State the function of a Firewall in e-commerce. (5 Marks)

### Question Four

- i. Write short notes on the following :-
- I) Industry Structure in e-commerce
  - II) Trade cycle and describe the different stages of a Trade cycle. (5 Marks)
- a) Define digital cash or e-cash. Explain with example how an online banking system works. (5 Marks)
- b) Explain the ways and means of protecting online website operations from hackers. (5 Marks)
- c) Discuss the features of online bookshop. (5 Marks)

### Question Five

- a) What may keep an organization from wanting to join an electronic exchange? (5 Marks)
- b) What services does on-line banking provide for an Internet user? (4 Marks)
- c) Describe the main components of an e-commerce software package? (3 Marks)

- d) Suppose you have been hired to market for Amazon e-commerce site and its products, describe the market driving strategies you would employ in relation to the vision, mission and core values of the company **(8 Marks)**

### **Question Six**

- a) Discuss possible business models for a social networking site. **(8 Marks)**
- b) Explain what is meant by “network externality” for such a site. **(5 Marks)**
- c) A music publisher complains to you as owner of a social networking site that a user has posted copyright material to your site, and threatens to take an action against you as effective publisher unless you reveal the name and address of the user. What is your defence, if any? **(4 Marks)**
- d) The police contacts you concerning a post on your site and demand the name and address of the originator. Under what conditions must you reveal the information? **(3 Marks)**