



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BSC INFORMATION

SYSTEMS

4TH YEAR 1ST SEMESTER 2015/ 2016 ACADEMIC YEAR

COURSE CODE: IIS 3413

COURSE TITLE: E-BUSINESS AND MODELS

EXAM VENUE: MAIN CAMPUS

DATE: STREAM: BIS

TIME: 2 HOURS EXAM SESSION:

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)

- a) Give examples of different risks and barriers to Internet business adoption from:
- i. The company/organizational perspective
 - ii. The consumer perspective. **(10 Marks)**
- b) The environment where e-business services are provided has both constraints and opportunities to its stakeholders. Who are the stakeholders of an e-business micro-environment? Describe also some of the constraints and opportunities they have. **(10 Marks)**
- c) Environmental scanning is an important process for monitoring macro-environmental forces of an organization. Discussions have been done on the role of the macro-environmental forces using a widely used framework (PESTEL).
- i. Explain each of the factors of this framework
 - ii. Give some examples of the impact of these factors constraints or opportunities that they can have on a company. **(10 Marks)**

QUESTION TWO (20 Marks)

- a) SOSTAC is a generic framework for e-marketing planning that summarizes the different stages that should be involved in a marketing strategy. Outline these stages and their objectives. **(8 Marks)**
- b) Outline four different methods of building website traffic **(2 Marks)**
- c) You are project manager for an e-procurement implementation. How would you maximize acceptance for the new system amongst staff. **(5Marks)**
- d) In the analysis of an e-business, before developing a system for it, a useful tool is a Data Flow Diagram. Describe the elements of a DFD-diagram and give examples of what they represent in the real world. **(5 Marks)**

QUESTION THREE (20 Marks)

- a) Outline the reasons why a business may wish to adopt e-commerce. **(10 Marks)**
- b) Summarize the impact of the introduction of e-business on different aspects of an organization. **(10 Marks)**

QUESTION FOUR (20 Marks)

- a) Describe the three main alternative locations for trading within the electronic marketplace. **(6 Marks)**
- b) Summarize the social factors that govern consumer access to the Internet. How can companies overcome these influences once people venture online? **(6 Marks)**
- c) What are the key characteristics of an e-business strategy model? **(8 Marks)**

QUESTION FIVE (20 Marks)

- a) What actions can e-commerce managers take to safeguard consumer privacy and security? **(2 Marks)**
- b) What are the general legal constraints that a company acts under in any country? **(12 Marks)**
- c) Explain the differences between the buy-side, sell-side and marketplace options for e-procurement. **(6 Marks)**