JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS UNIVERSITY

EXAMINATIONS FOR THE DEGREE OF BACHELOR OF EDUCATION

WITH I.T

3RDYEAR ,2ND SEMESTER 2015/16 ACADEMIC YEAR

BUSIA LEARNING CENTRE

COURSE CODE: SCS 322

COURSE UNIT: E-COMMERCE

EXAM VENUE: NAMBALE CAMPUS   **STREAM: B.ED**

DATE: DECEMBER, 2016

TIME: 2 HOURS

Instructions

1. Answer question one (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 examinations room

QUESTION ONE (30 MARKS)

a)Briefly describes the history and evolution of E-commerce   (10marks)

b) E-commerce being a modern business methodology that addresses the needs of organizations, merchants, and consumers has advantages and disadvantages. Evaluate this statement with regard to its advantages and disadvantages   (10marks)

c) A number of commercial packages provide standard features required by EC applications. These packages are ready to turn on and operate. Evaluate the disadvantages of developing an E-commerce application using commercial packages.   (8marks)

d) Explain the purpose of digital   signature   (2marks)

QUESTION TWO (20MARKS)

a) Assess the variables that influence how the Web site should be developed, especially when it has been determined that a business can benefit from an online presence   (10marks)

b) Reverse auction enable buyers to post items they want to buy, and selling companies to compete for the best prices acceptable to the buyers for those items. Explain the steps involved in a typical reverse auction   (10marks)

 QUESTION THREE (20MARKS)

a)In large organizations, multiple buyers are involved in making purchases from a large number of suppliers. Explain FIVE of the specialized requirements for this type of site.   (10 marks)

b).A sell-side B2B site is similar to a B2C storefront, enabling one business to purchase goods and services from another. However, a B2B site also has additional features. Explain FIVE of these features.   (10 marks)

QUESTION FOUR (20MARKS)

 a) E-Commerce applications can be developed through several alternative approaches. Briefly explain SIX options involved in the EC-applications development.   (12 marks)

b) Describe any FOUR Internet applications being used by organizations today   (8marks)

QUESTION FIVE   (20MARKS)

a) Define a digital certificate.   (2marks)

b) Building E-commerce applications in-house also has some major strength. Give reasons why
an organization should consider these strengths in the event of building E-commerce applications
In-house   (5marks)

c) Ecommerce has some limitations, both technical and non-technical, which have slowed its

growth and acceptance. Evaluate these limitations in light of E-commerce transactions   (8marks)

d)Define and explain how cryptography works especially in online transactions.(5marks)