COURSE CODE: SCS 322

COURSE UNIT: E-COMMERCE

EXAM VENUE   **STREAM: BBA**

DATE: AUGUST, 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   (10mks)

b) **E-commerce** can be defined as a modern business methodology that addresses the needs of organizations, merchants, and consumers to cut costs while improving the quality of goods and services and the increasing speed of service delivery, by using Internet. Discuss   (10mks)

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   (8mks)

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

QUESTION TWO (20MARKS)

a) Discuss the factors that dictate the functionality a Web site should have and how the Web site should be developed, especially when it has been determined that a business can benefit from an online presence   (10 mks)

b). Forward auctions enable selling companies to post items they want to sell, and buying companies to compete for the best prices acceptable to the selling companies for those items. In forward auctions, winning bidders (buyers) are obligated to buy items. Discuss the steps involved in a typical forward auction   (10mks)

QUESTION THREE (20MARKS)

a)In large organizations, multiple buyers are involved in making purchases from a large number of suppliers. One way to reduce costs and other inefficiencies in the purchase process is to aggregate the items from approved suppliers into a single online catalog. Discuss some of the specialized requirements for this type of site.   (10 mks)

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 these features   (10 mks)

QUESTION FOUR (20MARKS)

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

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

QUESTION FIVE   (20MARKS)

a) Define a digital certificate. (2mks)

b) Commercial E-commerce packages option also has some major challenges. Explain (5mks)

c) Describe the Common Internet applications (8mks)

d)Define and explain how cryptography works. (5mks)