



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT (S C M, HUMAN RESOURCE MAGNT.)
3RD YEAR 2RD SEMESTER 2017/2018 ACADEMIC YEAR
NAIROBI, KISII , NAMBALE CAMPUSES

COURSE CODE: SCS 322

COURSE TITLE: ELECTRONIC COMMERCE

EXAM VENUE: STREAM (MA)

DATE: 05/12/2018

EXAM SESSION: 12.00-2.00PM

TIME: 2.00 HOURS 30 Students

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) Define the following terms:
 - i. E-Commerce [1 Mark]
 - ii. E-Business [1 Mark]
- b) Highlight five features of E-commerce. [5 Marks]
- c) Explain any FOUR different classifications of E-Commerce transaction. [4Marks]
- a) Explain three (3) technologies used in E-Commerce. [6 Marks]
- b) Discuss five (5) barriers of E-Business in Kenya. [10 Marks]
- c) Briefly describe the following E-commerce security protocols.
 - i) Secure Electronic Transactions (SET) [1 Mark]
 - ii) Secure Socket Layer (SSL) [1 Mark]
 - iii) Secure Hypertext Transfer Protocol (SHTTP) [1 Mark]

QUESTION TWO (20 MARKS)

- a) State and briefly describe four electronic payment systems. [8 Marks]
- b) Explain any four (4) differences between ecommerce and traditional commerce. [4Marks]
- c) Clearly define the following attributes of E-Commerce. [3 Marks]
 - (i) Rielines
 - (ii) Universal standards
 - (iii) Abiquity
- d) Explain each of the following security issues in E-commerce. [4Marks]
 - i) Non –repudiation
 - ii) Authorization
 - iii) Authentication
 - iv) Integrity
- e) Define the term Electronic Data Interchange (EDI) [1 Mark]

QUESTION THREE (20 MARKS)

- a) Differentiate between the following terms as used under e-commerce.
 - i. Internet [1Mark]
 - ii. Intranet [1Mark]
 - iii. Extranet [1Mark]

- b) Outline any two benefits of E-commerce to each of the following:
- i) Consumers [2 marks]
 - ii) Organization [2 marks]
 - iii) Society [2 marks]
- c) State and briefly describe five e-commerce features [10Marks]
- d) What is the use of digital signature in E-Commerce. [1Mark]

QUESTION FOUR (20 MARKS)

- a) State any six E-commerce applications. [6 Marks]
- b) i. Define the term Revenue Model. [2 Marks]
- ii. Briefly explain the five major Revenue Models. [10Marks]
- c) State two limitations of e-commerce [2Marks]

