



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF EDUCATION
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION
3RD YEAR 2ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS
INSTITUTIONAL BASED

COURSE CODE: SCS 322

COURSE TITLE: E COMMERCE

EXAM VENUE:

DATE: 15/08/19

EXAM SESSION: 2.00 – 4.00PM

TIME: 2.00 HOURS

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 [COMPULSORY]

- a) Define the terms below
 - i. E-commerce [2 Mark]
 - ii. E-business [2 Mark]
 - iii. Electronic Data Interchange (EDI) [2 Mark]
 - iv. E-commerce website [2 Mark]
- b) Outline **four** features of a functional e-commerce website [8 Marks]
- c) Give and explain **four** web tools that can be used to make a functional e-commerce website [4 Marks]
- d) Give **two** advantages and **two** disadvantages of online payments [4 Marks]
- e) Discuss the following e-commerce infrastructure
 - i. Messaging infrastructure [3 Marks]
 - ii. Networks [3 Marks]

QUESTION TWO – 20 MARKS

- a) Oile is a prominent business man in Siaya who has opted to participate in E-commerce, unfortunately he lacks proper information on the requirements on what is required to be able to undertake this business. Using your knowledge of e-commerce explain to Oile what it takes to participate in E-commerce. [10 Marks]
- b) Give **four** justifications for online advertisement [4 Marks]
- c) Briefly outline the following e-commerce security issues [6 Marks]
 - i. non-repudiation
 - ii. Confidentiality
 - iii. Authentication

QUESTION THREE – 20 MARKS

- a) E-payment is gaining popularity among several individuals and organizations, however in designing e-payment structures security is a major feature. E-payment security includes two major requirements. Using relevant examples explain two major requirements of e-payment. [4 Marks]
- b) Describe the Ad banner advertisement [4 Marks]
- c) Explain **FOUR** ways in which e-commerce affects the supply chain [8 Marks]
- d) Using relevant examples elaborate on **TWO** dimensions of e-commerce [4 Marks]

QUESTION FOUR – 20 MARKS

- a) Describe the following e-commerce platforms B2B, C2C and C2B. [9 Marks]
- b) Describe the various E-commerce models [5 Marks]
- c) How can one maintain a good customer relationship through E-commerce [6 Marks]

QUESTION FIVE- 20 MARKS

- a) Discuss **FOUR** e-commerce strategies. [8 Marks]
- b) Discuss the Four major differences between E-commerce and E-business. [8 Marks]
- c) How has E-commerce evolved from the traditional way of doing business? [4 Marks]