

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF IN EDUCATION, WITH IT

3^{RD} YEAR 1^{ST} SEMESTER 2017/2018 ACADEMIC YEAR KISH CAMPUS-FULL TIME & NAIROBI LEARNING CENTRE

COURSE CODE: SCS 322

COURSE TITLE: ELECTRONIC COMMERCE

EXAM VENUE: STREAM: (B. ED & BBA)

DATE: EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 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) Outline the various classifications of E-Business Transactions giving an example for each. (6mks)
- b) Describe the various Revenue Models that e-commerce firms employ in their operations.

(6mks)

- c) Define M-commerce and list the major examples of M-commerce (4marks)
- d) Describe benefits of an organization adopting E-commerce (6marks)
- e) Discuss any challenges of E-Commerce and its solution in a firm (4marks)
- f) Describe FOUR E-commerce components (4marks)

QUESTION TWO (30 MARKS)

- a) Discuss the following concepts Confidentiality, Integrity, and Availability in relation to e-commerce. (10mks)
- b) Enumerate the key participants in on-line processing card payments that one interacts with. (10mks)

QUESTION THREE (20 MARKS)

- a) Describe some of the methods used to conduct market research on-line. (10mks)
- **b)** Discuss the e-commerce legal and ethical challenges that organizations grapple with in their everyday transactions. (10mks)

QUESTION FOUR (20 MARKS)

a) Define the following in e supply chain management.

(8 marks)

- i. Business-to-consumer (B2C) e-commerce
- ii. Business-to-business (B2B) e-commerce
- iii. Consumer-to-consumer (C2C) e-commerce
- b) Explain the following in what is collaborative commerce technologies (e-commerce)

(8 marks)

- i. Internet
- ii. Intranet
- iii. Extranet
- iv. Client-server
- c) Assess TWO security threats facing business Information Systems and propose possible strategies to counter the threats identified. (4 marks)

QUESTION FIVE (20 MARKS)

(a) Discuss **Three types** management information system key in business

(6 marks)

- (b) How to achieve successful e- BUSINESS management Strategies for successful e-commerce in organizations. (6 marks)
- (c) Discuss the typical problems and challenges in e supply chain management (6 marks)
- (d) Define the E-commerce (2 marks)