



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION

(ARTS) WITH IT

3RD YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR

SPECIAL RESIST -MAIN CAMPUS

COURSE CODE: SCS 322

COURSE TITLE: ELECTRONIC COMMERCE

EXAM VENUE:LAB 1

STREAM: BBA, BED (ARTS, SCI, SPECIAL NEED)

DATE: 05/05/16

EXAM SESSION: 11.30 – 1.30PM

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]

- a) Discuss E-commerce implementation success factors (5 Marks)
- b) Highlight the benefits of e-commerce to consumer (5 Marks)
- c) List three basic configurations for processing online payments? (2 marks)
- d) Define Mobile Payment and list any two types of mobile payment (3 marks)
- e) Highlight processes involved in any Mobile Payment? (5 marks)
- f) Explain the following models of e-commerce
 - i) B2B (2 Marks)
 - ii) B2C (2 Marks)
 - iii) C2C (2 Marks)
 - iv) B2G (2 Marks)
 - v) P2P (2 Marks)

QUESTION TWO [20 MARKS]

Ambo Investment Company a medium business firm which is struggling against the current competition from big organizations, high operation cost, weak consumer demand, and on-line shopping demands, the firm therefore decides to overcome these challenges through formulation of positive strategies to there advantage. The Management has settled for the adoption of e-commerce as a key to survival and prosperity of this firm even though they are still skeptical about its security.

You are therefore required to:

- i) Identify the most appropriate ecommerce development option for this firm. Justify your selection of these option (5 Marks)
- ii) Advice on the key security risks they may anticipate to encounter and how they can be controlled (10 Marks)
- iii) Highlight **FIVE** perceived business advantages the firm will enjoy by adopting ecommerce (5 Marks)

QUESTION THREE [20 MARKS]

- a) What is the difference between business-to-business and business-to-consumer electronic commerce? (5 Marks)
- b) State and explain *at least five* components of a well-functioning website. (10 Marks)
- c) State some of the technologies that can be used to implement a well-functioning website. (5 Marks)

QUESTION FOUR [20 MARKS]

- a) When developing an E-Commerce web site, there are a number of factors a firm must consider. In view of this identify the criteria for selection of a development approach for a firm. (8 Marks)
- b) Explain the role of E-Commerce in the value chain (6 Marks)
- c) Discuss the force fuelling ecommerce adoption in an enterprise (6 Marks)

QUESTION FIVE [20 MARKS]

- a) Value Chain Analysis is one of the strategic tools that may shape how e-commerce is implemented. Identify *six* components of a typical Value Chain? (6 Marks)
- b) List down the advantages of electronic commerce over traditional commerce? (4 Marks)
- c) Briefly discuss *any three* types of e-commerce payment systems available in the current business environment today. (6 Marks)
- d) What do you understand by the following terms:
 - i. e-business (2 Marks)
 - ii. electronic market (e-marketplace) (2 Marks)