

### JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

# SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

## DEPARTMENT OF COMPUTER SCIENCE & SOFTWARE ENGINEERING

## UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN

## BUSINESS INFORMATION SYSTEMS

3<sup>RD</sup> YEAR 1<sup>ST</sup> SEMESTER 2015/2016 ACADEMIC YEAR

### MAIN CAMPUS

COURSE CODE: IIT 3413

COURSE TITLE: E-Business AND Models

EXAM VENUE: STREAM: COMPUTER SECURITY & FORENSICS

DATE: EXAM SESSION: DECEMBER 2018

TIME:

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 1 [30 marks]

#### a) Question 1

- b) Many business names now include "e" as a prefix.
  a. What makes a business "e"? (5 marks)
  b. What trends have you observed that tell you whether Kenya is becoming (or not becoming) and information society? Use E-commerce trends elsewhere in evaluating Kenya's progress. (10 marks)
- c) How does B2B E-commerce work, in comparison to B2C commerce? (5 marks)
- d) How would you categorize M-Pesa, yu-cash, and Zap in E-Commerce terminology? (2 marks)
- e) Explain how the following e-commerce security measures function to enable information integrity (6 Marks)
  - i. Encryption
  - ii. Digital signatures
  - iii. System Intrusion detection software
- f) Differentiate E-commerce from E-business (2 marks) Question 2
- a) Kenya is fast becoming a global source for mobile applications. Explain why this may be so given recent industry trends in the telecoms sector. (3marks)
- b) E-commerce is gaining popularity among consumers in many markets. This has been attributed to the many unique features of e-commerce compared to brick and mortar trade. Identify any 5 of the unique features(5 Marks)
- c) Porter (1980) suggested that technology can be engaged in business to provide advantage in a cut-thought competition environment. Discuss how e-commerce can provide this advantage(12 Marks)

### **QUESTION 3: (20 MARKS)**

a) Outline any 3 limitations of widespread use of e-commerce(6 Marks)

b) A business model is a set of planned activities designed to result into a profit. Ecommerce business organizations operate in different business and revenue models. Explain the following models (8 Marks)

- i. Subscription revenue model
- ii. Affiliate revenue model
- iii. Portal business model
- iv. Content provider business model
- c) Using relevant examples differentiate between the following (4 marks)
- i. Pure and partial e-commerce

ii. Brick and mortar and virtual businessd) Explain the function of a 'shopping cart' on a e-commerce site (2 Marks)

### **QUESTION 4: (20 MARKS)**

- a) Describe the technological revolution that preceded the growth of e-commerce.(6 Marks)
- b) Explain the activities involved in analysis, design and implementation stages for an ecommerce site(10 Marks)
- c) Describe, with the aid of a diagram, what is meant by 'supply chain management' (4 Marks)

### **QUESTION 5: (20 MARKS)**

- a) Identify and explain any three electronic payment systems used in e-commerce(6 Marks)
- b) Discuss four advantages of electronic payment systems over cash and paper based payment options(4 Marks)
- c) Explain the following e-commerce business models identifying how revenue is generatedineachcase

   i.Transactionbroker(2Marks)
   ii.Contentprovider(2Marks)
   iii.Onlinemarketplace(2Marks)
   iv.Virtualstore(2Marks)
   v.portal(2Marks)