



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF EDUCATION**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION**

**3<sup>RD</sup> YEAR 2<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**

**KISUMU/NAMBALE/NAIROBI CAMPUS**

---

**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

- 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

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 their advantage. The Management has settled for the adoption of ecommerce as a key to survival and prosperity of this firm even though they are still skeptical about its security.

You are therefore required to:

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

### QUESTION THREE – 20 MARKS

a) E payment is gain popularity among several individuals and organization, 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) Using examples describe briefly any three of the following as related to E-commerce

i) E-commerce site puzzle

(5marks)

ii) Encryption

(5marks)

iii) Disintermediation

(5 marks)

iv) Web site spoofing

(5 marks)

b) Distinguish e-commerce from e-business. Show where the two intersect.

(5 marks)

c) Why is a multidisciplinary approach necessary if one hopes to understand e-commerce?

(10marks)