



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR IN BUSINESS
INFORMATION SYSTEMS**

4TH YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: ITB 2405

COURSE TITLE: E-BUSINESS AND MODELS

EXAM VENUE:

STREAM:

DATE:

EXAM SESSION:

TIME: 2.00 HOURS

INSTRUCTIONS:

- a) Answer Question 1 (Compulsory) and ANY other two questions
- b) Candidates are advised not to write on the question paper
- c) Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION 1 (30 MARKS)

- a) Define the following terms as used in the course unit:
 - i. e-business
 - ii. e-commerce **(4 marks)**
- b) Describe any four components of e-business **(8 marks)**
- c) Briefly discuss four measures that can be put in place to ensure consumer privacy and security in an e-business environment **(8 marks)**
- d) What are transaction costs? Discuss any four transaction costs in e-business and how the use of the internet lower such costs for e-businesses. **(8 marks)**
- e) Highlight the differences between traditional marketing and e-marketing. **(2 marks)**

QUESTION 2 (20 MARKS)

- a) What is EDI? Briefly discuss its key benefits in a B2B model **(10 marks)**
- b) Highlight four critical success factors for e-marketing **(4 marks)**
- c) Discuss any three online payment systems used in e-commerce **(6 marks)**

QUESTION 3 (20 MARKS)

- a) Discuss any five elements of an e-business model **(10 marks)**
- b) Discuss the five most common security threats in an e-business environment **(10 marks)**

QUESTION 4 (20 MARKS)

- a) Revenue models describe how firms will earn revenue, generate profits, and produce superior returns on invested capital. Explain the different types of revenue models that a firm can use. **(10 marks)**
- b) Briefly describe two types e-businesses that have emerged with the development of the internet **(4 marks)**
- c) Outline the main benefits that firms and consumers gain from using the internet. **(6 marks)**

QUESTION 5 (20 MARKS)

- a) Describe how the following technological developments led to the growth of e-business
 - i) WWW, HTTP and HTML

- ii) Program languages
- iii) Wireless technology
- iv) Broadband

(8marks)

- b) Giving an example in each case, describe the three main e-business markets **(8 marks)**
- c) Highlight any four e-business models relating to the B2C e-market **(4 marks)**