



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS

INFORMATION SYSTEMS

4TH YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: ITB 2413

COURSE TITLE: E-TECHNOLOGY

EXAM VENUE: STREAM:

DATE: EXAM SESSION:

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) Describe what E-Technology means (4 marks)
- b) State the features of E-Marketing (4 marks)
- c) Describe what CRM (Customer Relation Management) is from the view point of the Management (4 marks)
- d) Give the types of E-payment methods (5 marks)
- e) Describe the difference between an Credit card and a Debit card (4 marks)
- f) Describe some of the threats a client faces while using an E-commerce site (6 marks)
- g) Describe what is data privacy (3 marks)

Question 2 [20 marks]

- a) Discuss the reasons the objectives of using Customer Relationship Management (8 marks)
- b) Describe the prominent characteristics of the different types of CRM systems that had been covered in class (8 marks)
- c) Give some of the advantages of social media as an E-marketing tool (4 marks)

Question 3 [20 marks]

- a) Discuss the major security measures (6 marks)
- b) Discuss why the SSL(Secure Socket Layer) protocol is the most commonly used and widely used across the industry (8 marks)
- c) Discuss some of the communication channel threats messages face when being relayed over the internet (6 marks)

Question 4 [20 marks]

- a) Discuss the different types of E-contracts (10 marks)
- b) Discuss the requirements for a valid E-contract (8 marks)
- c) What is E-payment? (2 marks)

Question 5 [20 marks]

- a) Discuss the different types of firewalls that can be deployed by an online business (10 marks)
- b) Discuss the security requirement of E-technology (10 marks)