



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION**  
**ARTS**  
**MAIN CAMPUS**  
**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

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**COURSE CODE: SCS 322**

**COURSE TITLE: ELECTRONIC COMMERCE**

**EXAM VENUE:**

**STREAM: BED ARTS**

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question 1 is 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

A new startup company proposes to develop an online system that can receive and process customer order, and provide instant feedback. The order is then packed and delivered to customer's doorstep. Payment can be made online on the system or in cash upon product delivery.

- a) E-commerce and E-business are closely related but different technologies. Discuss. (4 Marks)
- b) Explain using practical example five advantages of the proposed system to the company. (10 Marks)
- c) Such companies would use information networks to receive the orders. Such networks include WAN, internet, Intranet and Mobile networks. Define each of these technologies. (4 Marks)
- d) Discuss using specific example two ethical issues that can arise from proposed E-commerce system. (2marks)
- e) Security of the proposed system is a major issue of concern that needs to be considered in the planning phase. Identify four cyber threats that can face the system and outline how each threat can be prevented. (10marks)

## QUESTION TWO

- a) The government of Kenya aims at developing a digital economy. To achieve this vision, the government has introduced e-procurement system.
  - i) Identify four benefits of the E-procurement system to the citizens (4 Marks)
  - ii) What major difficulties would such project have to overcome (4 Marks)
- b) What is an ERP? (2 Marks)
- c) E-commerce has impact on organizational functional areas. Outline five ways in which E-commerce impacts sales and marketing function (10 Marks)

## QUESTION THREE

- a) Describe the functionality of the following features of the merchants' website
  - i) Catalog (3 Marks)
  - ii) Shopping cart (3 Marks)
- b) Describe the functions of the two protocols that make up the internet (4 Marks)
- c) State and briefly explain four requirements for electronic payment systems (4 Marks)
- d) How is target marketing done on the web? Why is it easier to conduct target marketing on the web than the traditional marketing? (6 Marks)

#### **QUESTION FOUR**

- a) E-commerce has witnessed a rapid growth in the global market. Explain how E-commerce has impacted on the following, giving an appropriate example from the Kenyan context (6 Marks)
- i) Banking
  - ii) Stock trading
  - iii) E-learning
- b) Explain the following E-business transaction model giving example of each from the Kenyan Business environment (8 Marks)
- i) B2C
  - ii) B2B
  - iii) B2G
  - iv) G2G
- c) Discuss FOUR factors which have given rise to online insecurity in the global field (6 Marks)

#### **QUESTION FIVE**

- a) Distinguish between the following as used in internet architecture
- i) Intranet and extranet (2 Marks)
  - ii) 2-tier and 3-tier server architecture (2 Marks)
- b) Discuss any four security issues of E-Commerce (6 Marks)
- c) The internet is transforming the way we communicate, educate, buy and sell good/services. This implies that it has great potential to provide unparalleled benefits to the society. However the internet can also be a powerful new medium for those who which to commit unlawful and criminal acts. Discuss five legal and ethical issues arising from the use of the Internet. (10 Marks)