

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS WITH IT 3RD YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR KISII CAMPUS-FULLTIME

COURSE CODE: SCS 322

COURSE TITLE: ELECTRONIC COMMERCE

EXAM VENUE:

STREAM: (B. ED ARTS)

DATE: EXAM SESSION:

TIME: 2 HOURS Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 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)	Explain the benefits of E-Commerce to consumers.	(6 Marks)	
b)	Explain any three classifications of E-Commerce transactions.	(6 Marks)	
c)	Differentiate between intranets and extranets as used in E-Commerce.	(4 Marks)	
d)	List any three components of an electronic market and explain.	(6 Marks)	
e)	Explain four factors affecting E-commerce in Kenya.	(4 Marks)	
f)	Discuss the various ways to authenticate a person or information on a computer.		

(4 Marks)

QUESTION TWO (20 MARKS)

a) Briefly explain the following concepts of consumer behavior in E-Commerce:

(10 Marks)

- i. Trust
- ii. Satisfaction
- iii. Customer loyalty
- iv. E-loyalty
- v. Personalization

b) Explain any five characteristics of successful E-tailing business. (10 marks)

QUESTION THREE (20 MARKS)

- a) Web advertising is an attempt to disseminate information in order to affect buyer-seller transactions. Discuss why an organization may prefer web advertising to traditional advertising media. (10 Marks)
- b) One of the greatest challenges that business owners and clients constantly face is the security of the website. Explain five ways to mitigate security threats in this context. (10 Marks)

QUESTION FOUR (20 MARKS)

a) Explain how the following two technological developments have fueled the growth of E-Commerce:

	i.	Electronic Data Interchange.	(3 Marks)
	ii.	Electronic Funds Transfer.	(3 Marks)
b)	Explai	in the benefits of EDI.	(8 Marks)
c)	Explai	in the applications of EDI.	(6 Marks)

QUESTION FIVE (20 MARKS)

a)	Explain the various services provided by the internet.	(10 Marks)
b)	Explain the various types of portals in E-Commerce.	(10 Marks)