



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
DEPARTMENT OF COMPUTER SCIENCE & SOFTWARE ENGINEERING
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN LINUX ENGINEERING
YEAR 1 SEMESTER 2 2018/2019 ACADEMIC YEAR
KISUMU CAMPUS**

COURSE CODE: ICT 2215

TITLE: FUNDAMENTALS OF E-BUSINESS EXAM

DATE: 15/08/19

EXAM SESSION: 9.00 – 11.00AM

TIME: 2.00 HRS

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 [20 MARKS]

- a. Write down which of these is an example of a B2C G2B C2C transaction?
- i. A government agency buys computers from newegg.com. (2 marks)
 - ii. A consumer buys a computer from newegg.com. (2 marks)
 - iii. Newegg.com buys computers an individual made himself. (2 marks)
 - iv. A consumer buys a computer from his brother. (2 marks)
 - v. Newegg.com buys computers from Lenovo. (2 marks)
- b. Outline five challenges that might keep an organization or individual customer's delay to join an electronic exchange? (5 marks)
- c. State what five services does on-line banking provide for an Internet user? (5 marks)

QUESTION 2 [20 MARKS]

- a. Define E-commerce. List three applications of e-commerce (5 marks)
- b. Give differences between traditional business and e-commerce (5 marks)
- c. Discuss some of the various forms of web security threat to e-commerce (10 marks)

QUESTION 3 [20 MARKS]

- a. How does e-commerce impact upon you personally now, and how is that likely to change in the near future. (5 marks)
- b. Describe Internet giving historical events that led to its development and giving an account how you interact with it. (5 marks)
- c. Briefly describe issues/challenges surrounding the use of the Internet (5 marks)
- d. Briefly describe some of the factors that would make you to shop using Internet (5 marks)

QUESTION 4 [20 MARKS]

- a. State with briefly description major strategic issues that a business thinking of starting an electronic commerce site should consider. (8 marks)
- b. Explain the following Phrases as used in describing e-commerce

i. Internet is one of the major area in which there is a major overlap between I.T management and Business Management (4 marks)

ii. E-commerce has emerged relatively as a major consequence of development of the Internet (4 marks)

iii. E-commerce is something that all organizations have to be aware of and concerned about as it is dramatically alters the way in which business is done and extent of the market within which it is done. (4 marks)

QUESTION 5 [20 MARKS]

a. State and describe the two parts of e-commerce explaining which one is older than the other (5 marks)

b. Give your understanding of the following phrase as used to describe e-commerce “Commerce affects how the Internet is used and Internet affects how commerce operates” (4 marks)

c. State what name is given to the interaction in question 5b (2 marks)

d. Differentiate e-business from e-commerce (4 marks)

e. Compare B2E and G2B (5marks)

JOOUST Observes zero tolerance to exams cheating