



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL INFORMATICS AND INNOVATIVE SYSTEMS**  
**UNIVERSITY EXAMINATION FOR BACHELOR'S DEGREE**  
**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2013/2014 ACADEMIC YEAR**  
**CENTRE: MAIN**

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**COURSE CODE: SCS 322**

**COURSE TITLE: ELECTRONIC COMMERCE**

**EXAM VENUE: AH**

**STREAM: BSc. Bed., BBA**

**DATE: 17/12/2013**

**EXAM SESSION: 9.00 – 11.00 AM**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer question 1 (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: 30marks**

- a. Write short notes on the following terminologies used in e-Commerce
  - i. E-tailing (2 marks)
  - ii. EDI (2 marks)
  - iii. Shopping cart (2 marks)
  - iv. Phishing
  - v. Digital signatures (2 marks)
- b. Internet is a key driver in e-commerce business discuss its relevance (4 marks)
- c. Explain 3 differences between e-commerce and e-business (6 marks)
- d. Discuss extensively with the aid of good examples the role of government in developing e-commerce in Kenya (10 marks)

**Question two**

- a) Discuss the favorable policy environment for e-commerce (4 marks)
- b) List and explain 5 ways of reducing the threats to your e-commerce systems (10 marks)
- c) Comment on any three common e-commerce pitfalls/disadvantages you know. (6 marks)

**Question three**

- a) Briefly explain the following types of e-commerce. (6 marks)
  - i. Business-to-Business (B2B)
  - ii. Business-to-Government (B2G)
  - iii. Consumer-to-Consumer (C2C)
- b) Explain brief the benefits of e-commerce to Organizations (6 marks)
- c) Discuss some of the security mechanisms that organizations need to put in place to safeguard e-commerce strategy. (4 Marks)
- d) Write shorts notes on the following (4 marks)
  - i. E-wallets
  - ii. Credit cards

**Question Four**

- a) Explain in details four advantages acquired from the use of e-Cash  
8marks
- b) Briefly explain any four of the issues and problems affecting e-business and e-commerce. (8 marks)
- c) What are the various threats of E-Commerce Security? Explain (4 marks)

**Question Five**

- a) What are the main components of e-commerce infrastructure? Explain. (6 marks)
- b) Define the term e-commerce (2 marks)
- c) What are the benefits of a well-designed and well planned e-commerce web portals (8 marks)
- d) Differentiate between the following Smart cards and Debit cards. (4 marks)