



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**DEPARTMENT OF COMPUTER SCIENCE & SOFTWARE ENGINEERING**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE**

**IN BUSINESS INFORMATION SYSTEMS**

**4<sup>TH</sup> YEAR 1<sup>ST</sup> SEMESTER 2024/2025 ACADEMIC YEAR**

**MAIN CAMPUS**

---

**COURSE CODE: ITB 2405**

**COURSE TITLE: E-BUSINESS AND MODELS**

**EXAM VENUE: LAB 13**

**STREAM: BIS**

**DATE:6/1/25**

**EXAM SESSION:14-16.00 PM**

**TIME:2 HRS**

---

**INSTRUCTIONS**

- 1. Answer question one and any other two**
- 2. Phones are not allowed**
- 3. All rough work should be done in the examination booklets**
- 4. Candidates are advised not to write on the question paper**

### **Question 1**

- a) Define the terms below:
  - i. E-commerce and e-business (2 marks)
  - ii. The WWW (2 marks)
  - iii. Information infrastructure (2 marks)
  - iv. Electronic data interchange (2 marks)
  - v. Wireless technology (2 marks)
- b) Describe using examples types of e-business models (10 marks)

### **Question 2**

- a) The e-business environment is a complex interplay of key elements. Describe how each of these elements help businesses to effectively navigate the e-business environment and capitalize on the opportunities it presents (10 marks)
- b) How does the macro and micro environment affect e-marketing dynamics (10 marks)

### **Question 3**

- a) Discuss the 4Ps of marketing and how they influence e-business (8marks)
- b) Online advertising revenue models are the mechanisms through which websites, apps, and other digital platforms generate income from advertising. Describe any six common revenue models in e-business. (12 marks)

### **Question 4**

Mega City Mall is one of the leading most visited malls in Kisumu City. They are planning to celebrate their 10 years since inception in January 2025. They have appointed you as their digital manager to oversee their digital activities and increase traffic to their digital footprint. Explain some of the best SEO practices to improve your website's visibility in search engine results (10 marks)

### **Question 5**

E-business models have revolutionized traditional business systems and brought about significant transformations. Discuss the impact of E-business models on these traditional business systems. (20marks)