



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY XAMINATIONS FOR THE DEGREE OF BACHELORS OF BUSINSS
ADMINISTRATION WITH I.T
3rd YEAR 1ST SEMESTER, 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTRE

COURSE CODE: SCS 322

COURSE TITL: E-COMMERCE

EXAM VENUE: BUSIA

STREAM: BBA.

DATE: DECEMBER 2016

TIME :2 HOURS

Instructions

1. Answer question one (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 examinations room

QUESTION ONE (30 MARKS)

- a) Explain the meaning of E-commerce (2marks)
- b) Evaluate the Five principle payment systems used in online transactions (3 marks)
- c) Describe five limitations of e-commerce in an enterprise industry (5marks)
- d) Discuss the five application areas in E-commerce (5marks)
- e) State and explain four advantages of B2c e-commerce over traditional retailing (4marks)
- f) State and explain five unique features of e-commerce technology (5marks)
- (g) Explain three components of running e-commerce store in an enterprise (6marks)

QUESTION TWO (20 MARKS)

- a) Explain four circumstances under which prototyping is appropriate en developing E-commerce websites (8marks)
- b) Describe the four models of e-commerce (12 marks)

QUESTION THREE (20 MARKS)

- a) Explain FIVE layers of the architectural framework of E-commerce (10marks)
- b) Evaluate FOUR connectivity problems that may arise from the use of substandard network infrastructure while undertaking commercial transactions online (8marks)
- c) Give reasons why cash is a dominant form of payment in business transactions (2marks)

QUESTION FOUR (20 MARKS)

- a) Describe FOUR factors influencing online payment systems (8marks)
- b) Electronic data interchange can bring a number of benefits to an organization explain THREE of these benefits (6marks)
- c) Identify SIX major application components of electronic customer relationship management system (6 marks)

QUESTION FIVE (20 MARKS)

- a) Define the term E- cash (2marks)
- b) Explain the term transparency as used in the middleware services (4marks)
- c) Differentiate between term E-commerce and M-commerce (4marks)
- d) Explain the following internet protocols (6marks)
 - i. tcp/ip
 - ii. http
 - iii. ftp

- e) Explain FOUR factors that may dictate the functionality of a website Web site ? (4 marks)