



**UNIVERSITY EXAMINATION FOR DEGREE OF DEGREE IN INFORMATION  
COMMUNICATION AND TECHNOLOGY AND BACHELOR OF DEGREE IN  
BUSINESS INFORMATION SYSTEMS  
2<sup>ND</sup> YEAR 2<sup>ND</sup> SEMESTER 2022/2023 ACADEMIC YEAR  
MAIN CAMPUS**

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**COURSE CODE: ITB 1206**

**COURSE TITLE: FUNDAMENTALS OF E-BUSINESS**

**EXAM VENUE:- MAIN CAMPUS**

**STREAM: (BIS,ICT)**

**DATE:**

**EXAM SESSION: SEPT-DEC 2022**

**TIME : 2.00 HOURS**

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**Instructions:**

1. Answer Question one (Compulsory) and any 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.
4. Question ONE carries 30 marks and the rest 20 Marks each

### **QUESTION ONE**

- a) Define E-Banking. 2 mrks
- b) Explain five P's of E-Marketing. 5 mrks
- c) Explain the characteristics of successful online payment system? 5 mrks
- d) Outline the web site design process in line with Fundamentals of E-Commerce. 8 mrks
- e) Discuss the future of E-Business considering the advancement of Technology. 10 mrks

### **QUESTION TWO**

- a) What is technological convergence? What factors brought it to emerge? 4 mrks
- b) Clearly explain the difference between internet, intranet and extranet. 6 mrks
- c) Why have issues of privacy and security come to the forefront of internet concerns? 4 mrks
- d) How does technology impact the success of new products in today's world? 6 mrks

### **QUESTION THREE**

- a) Why must e-tailers be concerned with security? 2 mrks
- b) Define e-commerce and e-business and explain the differences. 4 mrks
- c) How are the concepts of customization and interactivity interrelated? 4 mrks
- d) Identify 8 unique features of E-business technology and explain how these features set e-commerce apart from traditional ways of conducting commercial transaction. 10 mrks

### **QUESTION FOUR**

- a) Why is it NOT likely for an E-business enhanced company to provide live face-to-face consultations regarding its products? 2 mrks
- b) How did advertising impacted consumer buying behavior in COVID-19 leading to the new trends setting for E-Businesses? 8 mrks

- c) Enumerate the advantages and disadvantages in using Internet and Web Technology in supply chain management. 10 mrks

### **QUESTION FIVE**

Over the years you developed a friendship with Amos, the owner-operator of a high quality coffee shop. As a result of recent government regulations in relation to managing the current pandemic, Amos has decided to close the retail aspect of his business and move it online. He turns to you for help as you are the friendly neighbourhood Computer Scientist.

- a) Discuss four aspects, from a legal standpoint, of moving his business online that Amos needs to consider that would be different from operating a retail location. 4 mrks
- b) Moving online enables Amos to consider alternative business models to the traditional e-commerce merchant model. Discuss two business models that might be relevant to his coffee business highlighting both the business activity and financial model. 6 mrks
- c) Discuss the advantages and disadvantages of his move to online. 4 mrks
- d) Electronic Commerce has distinguished features over tradition commerce, Discuss. 6 mrks