



[Knowledge for Development]
KIBABII UNIVERSITY

**UNIVERSITY EXAMINATIONS
2015/2016 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR ONE SEMESTER TWO EXAMINATIONS**

**FOR THE DEGREE OF
MBA WITH IT**

COURSE CODE : MIB 822

COURSE TITLE : E – COMMERCE TECHNOLOGIES'

DATE: 10/10/2016

TIME:200PM-400PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE

[24 MARKS]

[4 * 6 = 24 Marks]

Answer any Six Questions for Question ONE

- a) Define the semantic web? List the various categories of E- commerce
- b) Mention the various techniques through which communication between different market segments are achieved?
- c) Explain how taxation is done during an E- commerce transaction?
- d) What are the strategies used for developing E- commerce websites?
- e) What are the goals achieved in the implementation of electronic marketplaces and portals?
- f) What are the different methods by which security for server computers are provided?
- g) Comment on how SCM is used in E-commerce
- h) State the various uses of virtual communities

QUESTION TWO

[18 MARKS]

- a). Enumerate on the use and protection of intellectual property rights as applied in E- commerce [9 Marks]
- b). (i). What is E- marketing? [2 Marks]
- (ii). Explain in Detail about the techniques used for creating and maintaining brands on the Web [7 Marks]

QUESTION THREE

[18 MARKS]

- a). (i). What is Electronic Data Interchange (EDI)? [2 Marks]
- (ii). Discuss the frameworks of using EDI on the Internet [7 Marks]
- b). Discuss the various forms of web security threats [9 Marks]

QUESTION FOUR**[18 MARKS]**

Community economic development in the new economy is based on a foundation of innovative activity (development of new products and processes), entrepreneurship (converting innovation into economic activity), and industry clusters (networks of supporting markets, services and skilled labour). Rural communities and small towns are a competitive disadvantage in the new economy because in the new economy because they lack the diversity and the depth of local products, input and service markets available in the larger metropolitan areas. Businesses located in rural areas and small towns can compete more effectively in the global economy if they take advantage of the “worldwide” markets for customers, information, inputs and services for them over the internet.

- a). What are the issues of E- commerce business in small and midsize companies [6 Marks]
- b). How can Kenyan markets be improved deploying M- commerce? [6 Marks]
- (c). How can these companies manage the worldwide marketing with customers services [6 Marks]

QUESTION FIVE**[18 MARKS]**

- (a). Illustrate in detail about the key characteristics of electronic commerce and the various strategies for identifying E- commerce opportunities [12 Marks]
- (b). Write short notes on;
 - i. Electronic wallets [3 Marks]
 - ii. Web Service utility programs [3 Marks]