

SS



*(Knowledge for Development)*

**KIBABII UNIVERSITY**

**(KIBU)**

**UNIVERSITY EXAMINATIONS  
2020/2021 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS  
YEAR FOUR SEMESTER ONE EXAMINATIONS**

**FOR THE DEGREE OF  
BACHELORS OF SCIENCE  
(INFORMATION TECHNOLOGY)**

**COURSE CODE : BIT 412**

**COURSE TITLE : ELECTRONIC COMMERCE**

**DATE: 17/06/2021**

**TIME: 2.00 P.M. - 4.00 P.M**

---

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTIONS ONE AND ANY OTHER TWO**

**QUESTION ONE (COMPULSORY) [30 MARKS]**

- a. Describe any two unique features of e-commerce technology of ecommerce. [4 Marks]
- b. Identify any four benefits of ecommerce to the consumer. [4 Marks]
- c. Using relevant examples, distinguish between B2B ecommerce and B2C ecommerce. [3 Marks]
- d. Compare and contrast e-commerce and traditional business in an electronics retail shop. [4 Marks]
- e. Once a company has acquired a customer, the key to maximizing revenue is to retain the customer. Explain any two ways in which e-commerce is useful in customer retention. [4 Marks]
- f. Identify any two security issues of ecommerce and explain how each issue can be averted. [5 Marks]
- g. Describe any two risks involved in Electronic Payment Systems. [4 Marks]  
Explain how ecommerce facilitates customization of products and services. [2 Marks]

**QUESTION TWO [20 MARKS]**

- a. (i) Define disintermediation. [1 Mark]  
(ii) Explain any two benefits of disintermediation to Internet users. [4 Marks]  
(iii) Disintermediation impact friction-free commerce. Discuss. [3 Marks]
- b. Discuss the ways in which the early years of e-commerce can be considered both a success and a failure. [4 Marks]
- c. Explain why targeting a market niche is generally smarter for a community provider than targeting a large market segment. [2 Marks]
- d. Explain how ubiquity and richness of e-commerce have technology changed industry structure in the travel business. [6 Marks]

**QUESTION THREE [20 MARKS]**

- a. Describe how EDI process works for sending and receiving documents. [8 Marks]
- b. EDI provides the foundational technology that, when combined with other collaborative commerce capabilities available today, enables dramatic strategic benefits. Discuss any three benefits of EDI. [6 Marks]
- c. Identify the basic EDI approaches to connecting to your trading partners and explain how to choose the best one for a company. [6 Marks]

#### QUESTION FOUR [20 MARKS]

- a. Describe any three business consequences that can result from growth in information density. [6 Marks]
- b. Explain any three factors that have contributed to greater Internet penetration in Kenya households. [6 Marks]
- c. Discuss the main differences between single-tier and multi-tier site architectures. [6 Marks]
- d. Identify any two factors to consider when choosing the best platform for your Web site. [2 Marks]

#### QUESTION FIVE [20 MARKS]

- a. It is less risky to steal online. Justify. [2 Marks]
- b. Explain any two ways that criminals use to deceive consumers and merchants. [4 Marks]
- c. Explain why an e-commerce site might not want to report being the target of cybercriminals. [2 Marks]
- d. Describe Secure Electronic Transaction (SET). [2 Marks]
- e. Identify security breaches as they relate to each of the six dimensions of e-commerce security. [6 Marks]
- f. Identify any four revenue models used by e-commerce firms. [4 Marks]