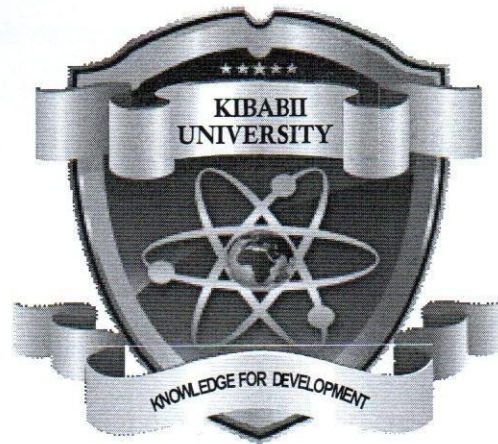


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### 2021/2022 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER MAIN EXAMINATION

### FOR THE DEGREE OF BACHELOR OF COMMERCE

**COURSE CODE: BCO 412**

**COURSE TITLE: ELECTRONIC COMMERCE**

**DATE: 19/05/2022      TIME: 2.00 – 4.00PM**

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#### **INSTRUCTION TO CANDIDATES**

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**TIME: 2 Hours**

KIBU observes **ZERO** tolerance to examination cheating

### QUESTION ONE

- a) Citing examples in each case, summarize the e-commerce business models which involve transactions between the government and other entities (6 Marks)
- b) The security of electronic payment systems is one of the major aspects of an effective e-commerce system. Analyze the key security requirements in electronic payment systems (6 Marks)
- c) Discuss the organizational responses to the business pressures caused by the e-commerce environment (6 Marks)
- d) Evaluate how a Customer Relationship Management (CRM) systems could be used to improve data and information of an E-business (6 Marks)
- e) Enumerate in details the quality thresholds of an Enterprise Resource Planning (ERP) system (6 Marks)

### QUESTION TWO

- a) Online auctions sites allow businesses to register as virtual shops and be incorporated in their sites. Explain SIX reasons why a business would like to register as a virtual shop (6 Marks)
- b) Analyze SIX issues that should be addressed when building an e-commerce presence (6 Marks)
- c) Supply chain is the follow of materials, information, money and services from raw material suppliers through factories and warehouses to end customers. Describe the effects of e-commerce in supply chain and value chain (8 Marks)

### QUESTION THREE

- a) Examine the vulnerabilities which an organization may be exposed to after commissioning a computer network with an internet connection (8 Marks)
- b) Discuss SIX customer-related factors that are important in the success of any e-commerce venture (6 Marks)
- c) Summarize the key components found in an electronic marketplace, in e-commerce market mechanisms (6 Marks)

#### **QUESTION FOUR**

- a) Analyze the ways in which e-commerce has affected business to business transactions  
(6 Marks)
- b) Describe the components of a well-functioning commercial website adopted by a successful e-commerce business venture  
(6 Marks)
- c) Discuss the principles for designing an information architecture of an e-commerce system shopping cart and checkout processes  
(8 Marks)

#### **QUESTION FIVE**

- a) A firm's revenue model describes how the firm will earn revenue, generate profits and produce superior return on investment. Enumerate in details SIX e-commerce revenue models  
(6 Marks)
- b) Explain why an Electronic Data Interchange (EDI) is a prerequisite in E-commerce  
(8 Marks)
- c) Collaboration and communication systems enable employees to interact with each other, managers, vendors and customers. Describe the types of collaboration and communication systems that could be used by an e-business  
(6 Marks)