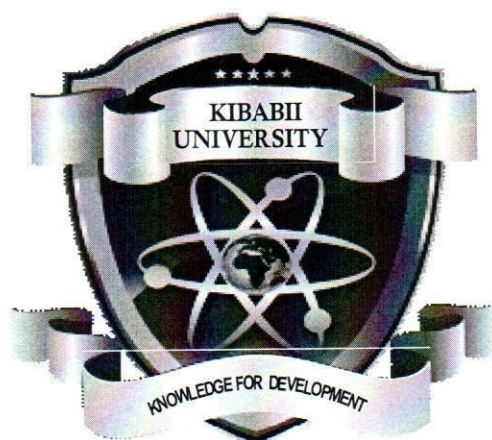


10

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION WITH IT

COURSE CODE: MIB 822

COURSE TITLE: E COMMERCE TECHNOLOGIES

DATE: 29/11/2021

TIME: 9.00AM – 12 NOON

INSTRUCTION TO CANDIDATES

- Answer question **ONE** (compulsory) and any other **THREE** questions
- Question **ONE** attracts **40 marks**
- Time allowed is **THREE** hours
- All other questions attract equal marks (**20 marks**)

QUESTION ONE

CASE STUDY

Easy mobile is a new web best mobile price company that sells a variety of mobile products (handset and services) the company employs a marketing consultancy to dues blame about developing a successful online offline marketing promotion before the official launch of easy mobile

- a. Explain changes that are brought by electronic markets (10marks)
- b. Explain requirements for connecting to the internet (10 marks)
- c. Explain the technologies that facilitate ecommerce (10 marks)

QUESTION TWO

- a. Explain the evolution of ecommerce and the technological advancement to current 10mks
- b. Explain the different classification of e business transactions (10marks)

QUESTION THREE

- a. Explain the different payment cards that could be used to pay for the online transaction (10 marks)
- b. Explain the problems with traditional payment methods (10 marks)

QUESTION FOUR

- a. Explain reasons financial institution are adapting electronic payments 10mks
- b. Explain the advantages of online payment system (10 marks)

QUESTION FIVE

- a. Discuss the security issues involved with different electronic payment modes (20 marks)