



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

**UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR**

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

**FOR THE DEGREE OF MASTERS OF
BUSINESS ADMINISTRATION
(MBA WITH IT)**

COURSE CODE: MIB 822

COURSE TITLE: E-COMMERCE TECHNOLOGY

DATE: 30/09/2022 TIME: 9.00 A.M - 12.00 NOON

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (20 MARKS) [COMPULSORY]

Over past one year of your study at Kibabii University, you developed a friendship with Mr. Wekesa, the owner-operator of a high-quality hardware shop in Bungoma town. As a result of the government regulations in relation to managing the Covid-19 pandemic, Mr. Wekesa 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 neighborhood Information technology Scientist.

- a. Make Mr. Wekesa understand online business by discussing any five unique features of e-commerce technology **[10 Marks]**
- b. Moving online will enable Mr. Wekesa to consider alternative business models to the traditional commerce merchant model. Discuss any two e-business models that might be relevant to his hardware business as well as e-commerce revenue model. **[6 Marks]**
- c. Even though e-commerce has its fair share of advantages, it also poses a number of disadvantages. Discuss with Mr. Wekesa any two technological disadvantages of e-commerce. **[4 Marks]**

QUESTION TWO (20 MARKS)

- a. "Web marketing create a more personalized approach than radio or television advertising". Justify. **[2 Marks]**
- b. E-commerce sites use electronic payment as oppose to paper monetary transactions. Describe any four modes of electronic payments. **[8 Marks]**
- c. Explain the differences between Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols. **[4 Marks]**
- d. Explain why is less risky to steal online. **[2 Marks]**
- e. Discuss any two security measures to ensure safe online transactions. **[4 Marks]**

QUESTION THREE (20 MARKS)

- a. Security is an essential part of any transaction that takes place over the internet. Customers lose faith in an e-commerce site whose security is compromised. Discuss any three essential requirements for safe e-payments/transactions **[6 Marks]**
- b. Explain any three ways that criminals use to deceive consumers and merchants. **[6 Marks]**
- c. Discuss any four security threats to e-commerce and explain how each threat can be prevented or minimised. **[10 Marks]**

QUESTION FOUR (20 MARKS)

- a. Explain the use of digital signature during E-Commerce transaction. **[4 Marks]**
- b. "Targeting a market niche is generally smarter for a community provider than targeting a large market segment". Discuss. **[2 Marks]**
- c. Using suitable examples, explain the role of Internet in electronic marketing. **[4 Marks]**
- d. Discuss policy implications and contentious issues of eCommerce. **[10 Marks]**

QUESTION FIVE (20 MARKS)

- a. Discuss five major business application areas where e-commerce is used widely. **[10 Marks]**
- b. The major ethical, social, and political issues that have developed around e-commerce over the past years can be loosely categorized into four major

dimensions: information rights, property rights, governance, and public safety and welfare. Discuss any five ethical, social, and political issues raised in each of these areas. **[10 Marks]**