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(Knowledge for Development)

**KIBABII UNIVERSITY
(KIBU)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

END OF SEMESTER EXAMINATION

2021/2022 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE OF BACHELORS OF SCIENCE IN

(INFORMATION TECHNOLOGY)

COURSE CODE: BIT 412

COURSE TITLE: ELECTRONIC COMMERCE

DATE: 26/05/2022 TIME: 2.00 P.M. – 4.00 P.M.

2HRS

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE AND ANY OTHER TWO.

Paper Consists of 3 Printed Pages. Please Turn Over ➔

QUESTION ONE (COMPULSORY) [30 MARKS]

Over the three years of your study at Kibabii University, you developed a friendship with Mr. Wafula, the owner-operator of a high-quality hardware shop in Bungoma town. As a result of recent government regulations in relation to managing the Covid-19 pandemic, Mr. Wafula 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. Discuss any two aspects, from a legal perspective, of moving his business online that Mr. Wafula needs to consider that would be different from operating a retail location. **[4 marks]**
- b. Moving online enables Mr. Wafula to consider alternative business models to the traditional e-commerce merchant model. Discuss any two e-commerce business models that might be relevant to his hardware business highlighting both the business activity and financial model. **[6 marks]**
- c. Choose one of the business models you identified above and discuss what activities Mr. Wafula might need to use to implement the model, along with the metrics he could use to measure if he is being successful or not. **[10 marks]**
- d. Explain how Mr. Wafula would ensure that his e-commerce retail gets repeat purchases and increased customer retention. **[6 Marks]**
- e. Even though e-commerce has its fair share of advantages, it also poses a number of disadvantages. Discuss with Mr. Wafula any two technological disadvantages of e-commerce. **[4 Marks]**

QUESTION TWO [20 MARKS]

- a. Using suitable examples, explain the role of Internet in electronic marketing. **[4 Marks]**
- b. Describe any two key technologies for B2B e-commerce. **[4 Marks]**
- c. Discuss any three architectural models of B2B e-commerce. **[9 Marks]**
- d. "Targeting a market niche is generally smarter for a community provider than targeting a large market segment". Discuss. **[3 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. "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 Electronic Payment Procedure. **[6 Marks]**
- d. Explain the differences between Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols. **[4 Marks]**

QUESTION FIVE [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 four essential requirements for safe e-payments/transactions. **[8 Marks]**
- b. Explain any three ways that criminals use to deceive consumers and merchants. **[6 Marks]**
- c. Discuss any two security measures to ensure safe online transactions. **[6 Marks]**