

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

**COURSE CODE: BCO 412
COURSE TITLE: E - COMMERCE**

DATE: 20 DEC 2022

TIME: 9:00-11:00 AM

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) 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)
- b) Supply chain is the follow of materials, information, money and services from raw material suppliers through factories and warehouses to end customers. Examine the effects of e-commerce in supply chain and value chain (6 Marks)
- c) Summarize the key components found in an electronic marketplace, in e-commerce market mechanisms (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) Examine the vulnerabilities which an organization may be exposed to after commissioning a computer network with an internet connection (6 Marks)

QUESTION TWO

- a) KIBU Traders Ltd intends to set up an agricultural value addition processing plant producing milk products to compete with established brands in the market. Asses SIX ways on how they can use e-commerce to gain competitive advantage in the industry (6 Marks)
- b) Analyze SIX customer related factors that are important in the success of any e-commerce venture (6 Marks)
- c) Examine whether traditional commerce can survive the digital age (6 Marks)

QUESTION THREE

- a) Enumerate in details the quality thresholds of an Enterprise Resource Planning (ERP) system (6 Marks)
- b) Examine the vulnerabilities which an organization may be exposed to after commissioning a computer network with an internet connection (8 Marks)
- c) Suggest how mobile commerce has helped the growth of small scale enterprises (SME) in Kenya (6 Marks)

QUESTION FOUR

- a) Describe the components of Secure Electronic Transaction Protocol found in e-commerce (6 Marks)
- b) Citing examples in each case, summarize the e-commerce business models which involve transactions between the government and other entities (8 Marks)
- c) Suggest any SIX driving forces of E commerce adoption in Kenya (6 Marks)

QUESTION FIVE

- a) Assess the reasons why electronic payments improve customer service in E-commerce (6 Marks)
- b) Examine why an Electronic Data Interchange (EDI) is a prerequisite in E-commerce (6 Marks)
- c) Describe the components of a well-functioning commercial website adopted by a successful e-commerce business venture (8 Marks)