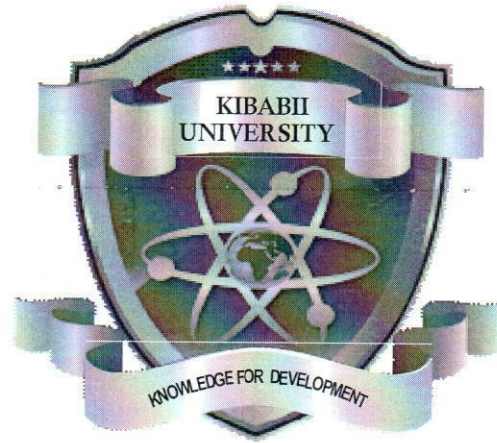


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### 2021/2022 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATION

### FOR THE DEGREE OF BACHELOR OF COMMERCE

**COURSE CODE: BCO 412**

**COURSE TITLE: E - COMMERCE**

**DATE: 16/11/2022**

**TIME: 11.00AM – 1.00PM**

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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) Security is a big challenge in e-commerce due to the fact that e-commerce is carried out via the Internet. Giving examples, analyze the key security dimensions that any E-security system must provide (6 Marks)
- b) The management of Khetias Supermarkets Ltd. intends to construct a data warehouse with the aim of using of using Online Analytical Processing (OLAP) tools in decision making. Discuss the benefits that the supermarket could realize as a result of implementing the new system (6 Marks)
- c) Enumerate in details SIX customer related factors that are important in the success of any e-commerce venture (6 Marks)
- d) Explain why an Electronic Data Interchange (EDI) is a prerequisite in E-commerce (8 Marks)
- e) Many e-businesses have at their core a supply chain structure. Explain what is meant by a supply chain, and the terms “Upstream supply chain” and “Downstream supply chain” (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. Suggest SIX ways in which they could use e-commerce to gain competitive advantage in the industry (6 Marks)
- b) A new start-up company proposes to develop a mobile wallet, a device that can cryptographically hold electronic money, data, credit card numbers etc. Such a device might, for example, be included in a mobile phone.
  - i). Explain the benefits of introducing such a device. (4 Marks)
  - ii). Explain some of the legal and regulatory issues affecting such a device. (4 Marks)
- c) Discuss whether traditional commerce can survive the digital age (6 Marks)

### QUESTION THREE

- a) Explain any SIX driving forces of E commerce adoption in Kenya (6 Marks)

- b) You have been hired as a senior web developer for a company that sells electronic devices such as laptops, mobile phones, TVs online. Analyze SIX new things you will introduce to the website to improve on customer service deliver? (6 Marks)
- c) Explain the following E-Business models
- i). Business to Consumer (2 Marks)
  - ii). Business to Business (2 Marks)
  - iii). Business to government (2 Marks)

#### QUESTION FOUR

- a) Describe the components of Secure Electronic Transaction Protocol found in e-commerce (8 Marks)
- b) Creating a web site that meets the needs of visitors with a wide range of motivations can be challenging. Businesses should attempt to meet certain goals when constructing their websites. Briefly explain at least three goals (6 Marks)
- c) Enumerate in details the reasons why CRM to e-commerce integration is important (6 Marks)

#### QUESTION FIVE

- a) Discuss the reasons why electronic payments improve customer service in E-commerce (6 Marks)
- b) Explain any FOUR reasons why encryption is a pre-requisite (8 Marks)
- c) Using E-Commerce Development and Management Life Cycle (ECDMLC) discuss the stages that you would need to go through to develop and maintain a well-functioning website (8 Marks)