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(KNOWLEDGE FOR DEVELOPMENT)

KIBABII UNIVERSITY
(KIBU)

UNIVERSITY EXAMINATIONS
2024/2025 ACADEMIC YEAR

END OF SEMESTER EXAMINATION
YEAR FOUR SEMESTER ONE EXAMINATION

FOR THE DEGREE OF
(INFORMATION TECHNOLOGY)

COURSE CODE: BIT 412

COURSE TITLE: E-COMMERCE

DATE: 10/01/ 2025 TIME: 8.00A.M - 10.00A.M 2HRS

INSTRUCTIONS

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE [COMPULSORY - 30 MARKS]

a) Define e-commerce and explain its evolution, highlighting key milestones that have shaped modern online commerce. [6 marks]

b) Compare and contrast the B2B, B2C, and C2C e-commerce business models, providing examples for each. [6 marks]

c) Outline the advantages and disadvantages of credit card systems in e-commerce. [4 marks]

d) Discuss the role of domain names and SSL encryption in ensuring secure e-commerce transactions. [7 marks]

e) Evaluate the role of digital wallets and cryptocurrency as electronic payment methods, mentioning their advantages and challenges. [7 marks]

QUESTION TWO [20 MARKS]

a) Identify and discuss the main components of an e-commerce infrastructure, with a special focus on internet basics and payment gateways. [8 marks]

b) Analyze two real-world e-commerce success stories, explaining how infrastructure choices contributed to their success. [6 marks]

c) Discuss the benefits of email marketing as a tool for customer retention in e-commerce. [4 marks]

d) Briefly explain PCI DSS compliance and its relevance to e-commerce security. [6 marks]

QUESTION THREE (20 MARKS)

a) Examine how online advertising and social media marketing contribute to e-commerce business growth. [5 marks]

b) Describe the working mechanism of digital wallets. [5 marks]

c) Compare the legal implications of intellectual property rights in traditional commerce versus e-commerce. [4 marks]

d) Discuss the role of SEO in driving traffic to an e-commerce platform, using a real-world example. [6 marks]

QUESTION FOUR [20 MARKS]

a) Explain the benefits and challenges of mobile commerce (m-commerce) in modern e-commerce platforms. [5 marks]

b) Discuss three key global market entry strategies for international e-commerce. [6 marks]

c) Describe the B2B (Business-to-Business) model and its key characteristics. [5 marks]

d) Evaluate the importance of domain management in the success of an online business. [4 marks]

QUESTION FIVE (20 MARKS)

a) Explore the emerging role of artificial intelligence (AI) and augmented reality (AR) in enhancing customer experience in e-commerce. [7 marks]

b) Analyze the legal and ethical aspects related to consumer privacy and data protection in e-commerce. [6 marks]

c) Provide an overview of blockchain's impact on payment solutions in e-commerce, with a focus on security. [3 marks]

d) Define internet basics and explain their relevance to e-commerce operations. [4 marks]