



MACHAKOS UNIVERSITY

University Examinations for 2022/2023

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTING AND INFORMATION TECHNOLOGY

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 311: ELECTRONIC COMMERCE

DATE:

TIME:

INSTRUCTIONS

Answer Question ONE and other TWO Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define e-commerce? (1 mark)
- b) State THREE advantages and disadvantages of using e-commerce (6 marks)
- c) Describe FIVE differences between e-commerce and traditional commerce (5 marks)
- d) Explain how e-commerce has impacted on the following , giving an appropriate example for each from the Kenyan context:
 - i. Education (2 marks)
 - ii. Stock trading (2 marks)
 - iii. Politics (2 marks)
- e) E-commerce is built upon a host of technology enablers. Among them are the internet and the web. Discuss the two showing the role each has played (4 marks)
- f) Describe the following security threats common in e-commerce environments
 - iv. Virus (2 marks)
 - v. Malware (2 marks)
 - vi. Trojan Horse (2 marks)
- g) Differentiate between key loggers and logic bomb. (2 marks)

QUESTION TWO (20 MARKS)

- a) Explain THREE factors that you would take into consideration when designing an e-commerce website (6 marks)
- b) i) Define CRM? (2 marks)
ii) Explain TWO benefits of CRM to the customer (2 marks)
- c) Social media plays an important role in connecting businesses to customers. Identify any two social media sites and briefly describe how they achieve this (4 marks)
- d) The government makes most revenue from taxation. Discuss THREE reasons why taxation is a challenge to the government of Kenya regarding E-commerce transactions (6 marks)

QUESTION THREE (20 MARKS)

- a) Define the term digital economy. (2 marks)
- b) i) Explain the term electronic marketplace (1 mark)
ii) Outline FOUR components of an electronic market place. (8 marks)
- c) Explain THREE main functions of e-markets. (3 marks)
- d) Describe each of the following standards for e-payments:
 - i. Secure socket layer (SSL) (2 marks)
 - ii. Transport Layer Security (TLS) (2 marks)
 - iii. Secure Electronic Transaction (SET) (2 marks)

QUESTION FOUR (20 MARKS)

- a) Define e-payment? (2 marks)
- b) Customization and personalization play an important role to a business that attends to many customers. Explain how each of the two factors plays an integral role to such businesses. (8 marks)
- c) Define an E-Check? (2 marks)
- d) Explain FOUR reasons why M-Pesa has become a very common form of e-payment in Kenya? (8 marks)

QUESTION FIVE (20 MARKS)

- a) Uber is an online taxi booking platform. Identify any SIX negative effects of Uber (8 marks)
- b) A friend of yours is shopping online for a mobile phone. Advise him/her on pitfalls to watch out for while shopping online (2 marks)
- c) You are a manager of an imports company. Explain FIVE ways in which conducting business using mobile phones could help your company grow (10 marks)