



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTING AND INFORMATION TECHNOLOGY

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 311: E COMMERCE

DATE: 13/11/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer question ONE and any other TWO questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss possible business models for a social networking site. (5 marks)
- b) State and explain the latest e-commerce technologies that are being used in the competitive world today. (5 marks)
- c)
 - i) State and explain the steps taken when analyzing ethical dilemmas. (6 marks)
 - ii) Explain briefly the strategic role of e-commerce today. (4 marks)
- d) Discuss the latest e-commerce technologies that are being used in the competitive world today. (8 marks)
- e) Define computer virus? Explain how it works. (2 marks)

QUESTION TWO (20 MARKS)

- a) How can the Internet improve customer value? (3 marks)
- b) Briefly explain the meaning of Cybersquatting as used in e-commerce. (3 marks)

- c) E-commerce is the process of buying and selling goods and services electronically.
Required:

Discuss the benefits of e-commerce to:

- i) An organization. (4 marks)
 - ii) An individual (4 marks)
- d) Explain briefly the meaning of the following words as used in e-commerce:
- i. Copyright
 - ii. Patent
 - iii. Trademark (6 marks)

QUESTION THREE (20 MARKS)

- a) Integrated software packages combine the features of several application packages into one software package. You are required to;
- i) Outline FIVE advantages of integrated packages over individual package. (5 marks)
 - ii) State five functions of a call center. (5 marks)
- b) List and explain any four types of e-payment systems. (4 marks)
- c) State and explain the Principles for handling customer data. (6 marks)

QUESTION FOUR (20 MARKS)

- a)
- i Define what you understand by the word E-commerce. (2 marks)
 - ii List and explain three micro-payment systems (6 marks)
 - iii Differentiate between LAN and WAN. (3 marks)
- b) Discuss the benefits of using electronic payment system to the buyer. (6 marks)
- c) Explain briefly what an intellectual property is. (3 marks)

QUESTION FIVE (20 MARKS)

- a) Outline five business models for e-commerce. (5 marks)
- b)
- i) Explain how secure socket layer (SSL) works. (4 marks)
 - ii) State five security issues encountered when using electronic payment system. (5 marks)
- c) Explain three different ways in which security of electronic payment system can be achieved. (6 marks)