



MACHAKOS UNIVERSITY

University Examinations for 2018/2019

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: 24/4/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer **question ONE** and any other **TWO** questions.

QUESTION ONE (30 MARKS)

- a) Compare brick-and-mortar and click-and-mortar organizations (2 marks)
- b) Why is E-Learning is considered as E-Commerce? (2 marks)
- c) Explain the following terms as used with E- commerce (4 marks)
 - i. Intranet
 - ii. Extranet
 - iii. Client server model
 - iv. WWW
- d) List the roles of intermediaries in e-markets. (4 marks)
- e) What is the difference between a physical marketplace and an E-marketplace (2 marks)
- f) Explain the major advantages of the electronic job market to the job applicant? (5 marks)
- g) Relate cookies, Web bugs, and spy ware to market research. (6 marks)
- h) Describe the limitations of online market research. (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe any FIVE reasons for the growth in Web advertising. (5 marks)
- b) List the major characteristics of web advertising. (5 marks)
- c) Distinguish between banner swapping and banner exchanges. (4 marks)
- d) Explain why an organization may prefer Web advertising to traditional advertising media? (6 marks)

QUESTION THREE (20 MARKS)

- a) Explain the challenges of stopping E-commerce crimes (7 marks)
- b) Explain the terms confidentiality, integrity and availability as used with E-commerce security (3 marks)
- c) Most organizations rely on multiple technologies to secure their networks. Explain any THREE technologies used in securing E-commerce Communications (6 marks)
- d) What are digital signatures and how can they be used to secure E-commerce transactions? (4 marks)

QUESTION FOUR (20 MARKS)

- a) Describe any FIVE factors that are critical for an e-payment method to achieve critical mass. (10 marks)
- b) Explain any THREE forms of payment cards used in online payments (6 marks)
- c) Explain FOUR different revenue models as used in E-commerce (4 marks)

QUESTION FIVE (20 MARKS)

- a) Internet and its use in E-Commerce have raised pervasive ethical, social and political issues on a scale unprecedented for computer technology. Explain the following ethical, social and political issues that have developed around e-commerce
 - i. Information rights
 - ii. Property rights
 - iii. Governance (6 marks)
- b) When confronted with a situation that seems to present ethical dilemma, outline how you would analyze and reason about the situation (4 marks)
- c) Explain THREE key factors for the success of an E-commerce business. (6 marks)
- d) Explain any FOUR strategic advantages of Online Auction Business Model (4 marks)