



MACHAKOS UNIVERSITY

University Examinations for 2016/2017

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTING AND INFORMATION TECHNOLOGY

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN INFORMATION TECHNOLOGY

SIT 405: E - COMMERCE

DATE: 3/8/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

*Answer question **ONE** and **Any** other **Two** questions*

QUESTION TWO (COMPULSORY)(30 MARKS)

- a) Compare brick-and-mortar and click-and-mortar organizations (4 marks)
- b) List the components of a marketplace (4 marks)
- c) Explain the different types of portals (6 marks)
- d) Mobile commerce has become very popular in Kenya over the recent 3 years. Define the term Mobile commerce and give reasons for it's popularity (6 marks)
- e) Explain what needs to be done to retain M-Commerce popularity. (6 marks)
- f) Identify and briefly explain two types of common B2B transactions (4 marks)

QUESTION TWO (20 MARKS)

- a) Define the term digital economy. (2 marks)
- b)
 - i) Explain the term electronic marketplace and outline its main components. (9 marks)
 - ii) Explain the three main functions of e-markets. (3 marks)

- c) Describe each of the following standards for e-payments:
- i) Secure socket layer (SSL)
 - ii) Transport Layer Security (TLS)
 - iii) Secure Electronic Transaction (SET) (6 marks)

QUESTION THREE (20 MARKS)

- a) Using a well-labeled diagram, discuss the 3-tier architecture for developing e-commerce infrastructure. (10 marks)
- b) Explain each of the following security issues:
- i. Authorization
 - ii. Authentication
 - iii. Auditing
 - iv. Nonrepudiation
 - v. Integrity (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the four (4) parties usually involved in e-payments (8 marks)
- b) i) Define the term e-marketing. (2 marks)
- ii) Outline any three characteristics of marketing communications that take place via the Internet (6 marks)
- c) Outline any two (2) tangible benefits of EDI (4 marks)

QUESTION FIVE (20 MARKS)

Internet and its use in E-Commerce have raised pervasive ethical, social and political issues on a scale unprecedented for computer technology.

- a) 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 (8 marks)
- c) Outline three key factors for the success of an E-commerce business. (6 marks)