MACHAKOS UNIVERSITY

University Examinations for 2021/2022

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTING AND INFORMATION TECHNOLOGY

FOURTH YEAR ……………….SEMESTER EXAMINATIONS FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 311: ECOMMERCE

DATE: **TIME:**

INSTRUCTIONS: Answer Question ONE and other TWO Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

a) The evolution of e-commerce since the turn of the century has dramatically impacted the daily lives of consumers and altered the standard operating structure of many businesses. Explain the forces that have driven this evolution (4 marks)

b) Kanini Kaseo wholesalers have approached you to design for them an E-Commerce website. However, the owner would like to know more about the web presence that you want to incorporate in the website. In a way the owner will understand, explain the factors to consider when creating the web presence (6 marks)

c) Discuss the steps you would follow in building the web presence for the Kanini Kaseo wholesalers ecommerce website (5 marks)

d) Explain the importance of shopping cart in Amazon website (6 marks)

e) Explain two analytics tools that you may use to monitor traffic on your E-commerce website (4 marks)

f) Explain the concept of 5-C-MODEL in relation to E-commerce (5 marks)

QUESTION TWO (20 MARKS)

Jumia is an e-commerce platform for electronics, fashion and more. The platform consists of a marketplace, which connects sellers with consumers; a logistics service, which enables the shipment and delivery of packages from sellers to consumers; and a payment service, which facilitates transactions among participants active and Jumia's platform in selected markets. It has partnered with more than 81,000 local African companies and individuals and is a direct competitor to Kilimall in Kenya and Konga in Nigeria. Started in 2012 in Lagos, the company currently has a presence across 12 African countries.

a) With examples discuss four ways that ethical and cultural perceptions could have affected the wide access of Jumia across the globe. (8 marks)

b) Citing relevant examples, discuss four factors that affects the globalization of Jumia Company (8 marks)

c) Advice the Jumia Company on four best e-commerce strategies that they can use to ensure business continuity across the globe. (4 marks)

QUESTION THREE (20 MARKS)

a) With reference to online security and threats, describe four types of insecurity issues that one has to deal with , describing how well this can be managed (8 marks)

b) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance in this respect? (4 marks)

c) Choosing the right infrastructure to match your ecommerce business strategies enables your operations to run efficiently and increase your revenue. Discuss any four factors to consider for this task (8 marks)

QUESTION FOUR (20 MARKS)

Identify an international successful company of your own and discuss the following:

a) With reference to the company, discuss four business models that have made their operations of the company successful in across the globe (8 marks)

b) With reference to E-Commerce, discuss three future expectations of E-Commerce by companies and how it will influence their competitive advantages (6 marks)

c) Discuss any four components that you can integrate to develop an ecommerce site for the company (8 marks)

QUESTION FIVE (20 MARKS)

Consider setting up a competitor site to iTunes, the popular site where music tracks can be searched, purchased and legally downloaded.

i) What business models might be appropriate? (4 marks)

ii) Discuss the characteristics of the model in (i) above (8 marks)

iii) Who are the stakeholders in the above scenario? (8 marks)