MACHAKOS UNIVERSITY

University Examinations for 2020/2021

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTING AND INFORMATION TECHNOLOGY

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR SCIENCE (INFORMATION TECHNOLOGY)

SIT 405: E-COMMERCE

DATE: 16/8/2021 **TIME: 11:00 – 1:00 PM**

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

a) Differentiate between e-commerce and e-business. (4 marks)

b) Discuss barriers to B2B e-commerce. (4 marks)

c) Explain the difference between e-commerce business model and E-commerce revenue model. (4 marks)

d) Giving relevant examples explain three customer segmentation criteria that an e-commerce can employ while marketing to its potential customers. (6 marks)

e) Discuss benefits of outsourcing and offshoring that is facilitated by e-commerce. (4 marks)

f) Explain THREE main components of an e-commerce software. (6 marks)

g) Explain the need for a click-and-mortar business in the current business landscape. (2 marks)

QUESTION TWO (20 MARKS)

a) One of your friends is intending to start an e-commerce platform that will be selling a variety of goods. Using your e-commerce knowledge and expertise explain to your friend factors that qualify a product to be sold online. (8 marks)

b) Discuss FOUR challenges of revenue strategies that an e-commerce business faces and how they overcome them. (8 marks)

c) Explain the objective of using cookies in e-commerce webpages. (4 marks)

QUESTION THREE (20 MARKS)

a) Growing customer loyalty in e-commerce is a process. Using a diagram explain FIVE phases in this process. (10 marks)

b) Discuss THREE changes that e-commerce contribute in business. (6 marks)

c) Explain TWO benefits of E-commerce to the customer. (4 marks)

QUESTION FOUR (20 MARKS)

a) International e-commerce businesses are affected by geographical and legal issues. Explain FOUR components of the relationship between geographical and legal boundaries. (8 marks)

b) You have been requested to write an e-commerce security policy for an existing company. Discuss FOUR key components of a security policy that you will include. (8 marks)

c) Explain TWO benefits of e-commerce. (4 marks)

QUESTION FIVE (20 MARKS)

a) Discuss TWO advantages and disadvantages of digital cash as mode of payment in e-commerce. (8 marks)

b) Explain TWO strategies you would apply to have web presence for an e-commerce business. (4 marks)

c) Explain any FOUR enablers of e-commerce. (8 marks)