



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR JANUARY/APRIL 2023/2024 FOR BACHELOR OF SCIENCE IN
BUSINESS INFORMATION TECHNOLOGY**

RCS 438: E-COMMERCE

DATE: 17TH APRIL, 2024.

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during examination time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

This examination paper consists Questions in Section A followed by section B.

Answer **Question 1 and any Other Two** questions.

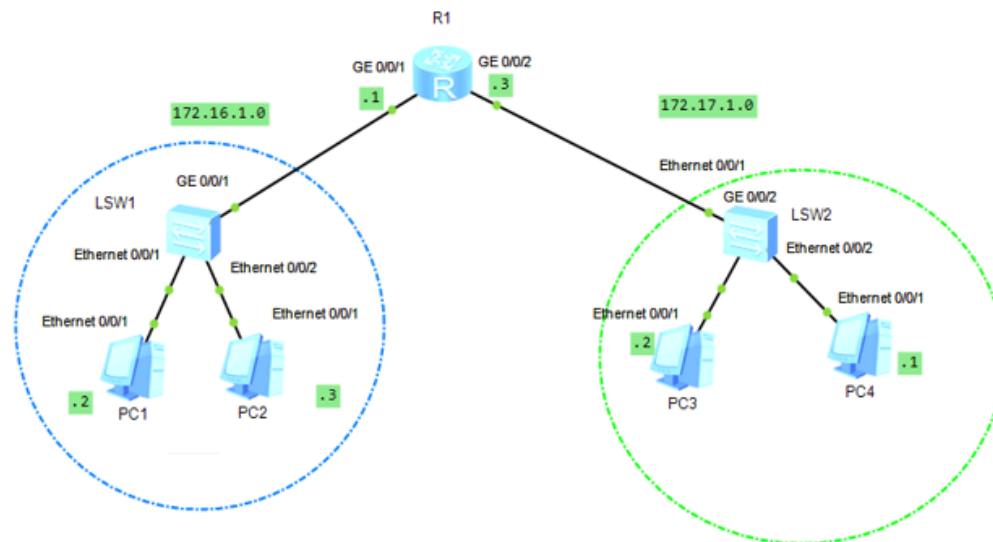
QUESTIONS in ALL Sections should be answered in answer booklet(s).

- 1. PLEASE start the answer to EACH question on a NEW PAGE.**
- 2. Keep your phone(s) switched off at the front of the examination room.**
- 3. Keep ALL bags and caps at the front of the examination room and DO NOT refer to ANY unauthorized material before or during the course of the examination.**
- 4. ALWAYS show your working.**
- 5. Marks indicated in parenthesis i.e. () will be awarded for clear and logical answers.**
- 6. Write your REGISTRATION No. clearly on the answer booklet(s).**
- 7. For the Questions, write the number of the question on the answer booklet(s) in the order you answered them.**
- 8. DO NOT use your PHONE as a CALCULATOR.**
- 9. YOU are ONLY ALLOWED to leave the exam room 30minutes to the end of the Exam.**
- 10. DO NOT write on the QUESTION PAPER. Use the back of your BOOKLET for any calculations or rough work.**

SECTION A - Compulsory

QUESTION ONE (30 Marks)

- a) Discuss the five primary activities in Porter's value chain as used in E-commerce for a business that sells electronic items such as television, mobile phones and computers. **(5 Marks)**
- b) Explain how Blockchain Technology if affecting E-Commerce is. **(3 Marks)**
- c) What legal considerations should you keep in mind if you were to develop an advertising-based business model? **(2 Marks)**
- d) Internet connectivity has enabled E-Commerce adoption and transition to online businesses, describe key elements of adoption and transition strategy of a Restaurant business. **(3 Marks)**
- e) Compare cryptography and cryptocurrency. **(2 Marks)**
- f) Consumer online behavior is influenced by a number of factors. Explain any four variables in the general model of customer behavior and how they affect purchase decisions. **(4 Marks)**
- g) Describe the internal network used by an E-commerce organization shown below. Give examples of some of the protocols used for communication or troubleshooting. **(4 Marks)**



- h) Differentiate between Subject-matter jurisdiction and Personal jurisdiction. **(2 Marks)**
- i) List the importance of Value Added Networks (VANs) as used in online business strategies for Detergent selling businesses. **(3 Marks)**
- j) List two advantages of e-catalogues used in E-Commerce businesses. **(2 Marks)**

SECTION B - Answer ANY other TWO questions

QUESTION TWO (15 Marks)

- a) Kenya Revenue Authority recently introduced live online auctions. List two benefits Online Auctions. **(2 Marks)**
- b) Discuss Electronic Data Interchange (EDI) and how it used in E-Commerce. **(3 Marks)**
- c) E-Commerce strategies enable owners to consider alternative business models to the traditional E-commerce merchant model. Other than freemium model, discuss two other business models that might be relevant to a coffee business highlighting both the business activity and financial model. **(3 Marks)**
- d) Describe how “Just-in-time” production process concept can be used in the production of ornaments by Maasai Warriors. **(2 Marks)**
- e) Discuss the five stages in consumer decision process when purchasing an Android Television online. **(5 Marks)**

QUESTION THREE (15 Marks)

- a) List the advantages of auctions. **(2 Marks)**
- b) Explain what is meant by the “Freemium model” for E-Commerce online services. Give an example. **(3 Marks)**
- c) Differentiate between PHP and JavaScript. **(2 Marks)**
- d) Define Digital Certificate. Give an example. **(2 Marks)**
- e) Explain four things to consider when internationalising an ecommerce business. **(4 Marks)**
- f) List any risks associated to E-Commerce when you want to buy a phone from E-Commerce platforms. **(2 Marks)**

QUESTION FOUR (15 Marks)

- a) Discuss the difficulties in measuring the use of an E-Commerce website and related social media campaign. **(3 Marks)**
- b) Differentiate between Dutch Auction and Yankee Auction. **(2 Marks)**

- c) Explain the factors that influence the decision to purchase products and services online. **(3 Marks)**
- d) Define value proposition. Give an example. **(2 Marks)**
- e) Enumerate five E-Commerce customer retention strategies. Include examples. **(5 Marks)**

QUESTION 5 (15 Marks)

- a) Discuss how you would use social media to attract traffic to your website. **(3 Marks)**
- b) Differentiate between active and passive attacks on E-Commerce networks. **(2 Marks)**
- c) Enumerate the benefits of Ecommerce Market Research. **(4 Marks)**
- d) List some of the skills you will need to effectively participate in E-commerce or E-business. **(3 Marks)**
- e) Compare Non-Repudiation and Authentication as used in E-Commerce security. **(3 Marks)**