



UNIVERSITY EXAMINATIONS

EXAMINATION FOR SEP/DEC 2025/2026 FOR BACHELOR OF SCIENCE IN COMPUTER SCIENCE AND BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

COURSE CODE: RBCS 7414

COURSE UNIT: E-COMMERCE

DATE:

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination question 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 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 cover page 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 1 hour 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: Answer ALL questions in this section.

QUESTION ONE (30 MARKS)

- (a) (i) Differentiate between a "Government-to-Consumer" (G2C) and a "Consumer-to-Consumer" (C2C) e-commerce model. Give an example for each the platform **(4 Marks)**
- (ii) Explain one significant advantage and one key challenge for a business operating under a pure-play e-tailer model compared to a brick-and-mortar store **(4 Marks)**
- (b) (i) Describe the primary function of "Payment Gateways" in e-commerce transaction processes **(2 Marks)**
- (ii) A small business owner wants to accept online payments. Compare the use of a third-party payment processor (e.g., PayPal, MPesa) versus integrating a direct payment API from a bank. Give one advantage of each **(4 Marks)**
- (c) (i) Define the term "Conversion Rate" in the context of e-commerce marketing **(2 Marks)**
- (ii) Analyze how an e-commerce mall can use data from its Customer Relationship Management (CRM) system to implement an effective social technology platform campaign for customer intimacy **(4 Marks)**
- (d) (i) Identify two common security threats faced by e-commerce websites **(2 Marks)**
- (ii) A customer is worried about entering her credit card details while wanting to purchase an item from a newly opened Riara University Enterprise online store. As one of the information professional in the department formulate a checklist of four visual or functional elements the store should have to inspire trust and assure security **(4 Marks)**
- (e) (i) Explain why "Jurisdiction" is a complex legal issue in cross-border e-commerce disputes **(2 Marks)**
- (ii) Evaluate the ethical implications of an e-commerce company using a "dark pattern" in its user interface to make it difficult for customers to cancel a paid up order or subscription **(2 Marks)**

SECTION B: Answer any Two questions. Use short answers (30 Marks).

QUESTION TWO (15 MARKS)

- (a) Recall the core components of e-commerce, and provide examples of how they differ from traditional commerce **(3 Marks)**
- (b) Explain the historical development of e-commerce, including the role of the internet and key events like the dot-com bubble **(4 Marks)**
- (c) Apply your e-commerce marketing concepts skills gained this course at Riara University to design a targeted social media campaign for new group online retail startup **(4 Marks)**

- (d) Analyze the advantages and disadvantages of affiliate marketing in e-commerce, and discuss your views on its ethical implications for consumer trust **(4 Marks)**

QUESTION THREE (15 MARKS)

- (a) Identify and describe three major security issues in e-commerce, such as encryption failures or malware attacks **(5 Marks)**
- (b) Evaluate different e-commerce payment systems, like PayPal versus blockchain-based options, in terms of reliability and user adoption. Propose improvements to enhance security **(5 Marks)**
- (c) (i) Discuss legal frameworks governing e-commerce, including data privacy laws like GDPR **(3 Marks)**
- (ii) Reflect on how these laws influence your attitude toward responsible business practices **(2 Marks)**

QUESTION FOUR (15 MARKS)

- (a) Outline the types of e-commerce software available, such as CMS platforms and ERP systems, and their applications in Riara University business operations **(5 Marks)**
- (b) Analyze the process of building an e-commerce website, including front-end and back-end considerations. Describe the practical steps to integrate inventory management software **(5 Marks)**
- (c) Evaluate strategies for scaling an e-commerce business, such as adopting cloud-based software. Discuss your appreciation for entrepreneurial innovation in this domain **(5 Marks)**

QUESTION FIVE (15 MARKS)

- (a) Explain key elements in building a sustainable e-commerce business model, focusing on customer retention and revenue streams **(5 Marks)**
- (b) Apply mobile commerce principles to design a user-friendly m-commerce app interface. Evaluate potential challenges like device compatibility **(5 Marks)**
- (c) Analyze the integration of social commerce features, such as live streaming sales, into an existing Riara University ERP platform. Describe how these would promote positive social values like student-lecturer engagements **(5 Marks)**