KENYA METHODIST UNIVERSITY
END OF TRIMESTER EXAMINATION APRIL 2009

FACULTY   : ARTS AND SCIENCES
DEPARTMENT   : COMPUTER INFORMATION SYSTEMS
COURSE CODE   : CISY 428
COURSE TITLE   : E-COMMERCE
TIME   : 2HRS

Instructions: Attempt Question 1 and any other two questions.

Section A
Question One
a) Explain the following terms   (5marks)

   i.   E-commerce

   ii.   Business model

   iii. Shopping cart

   iv.   Value proposition

   v.   E-procurement

b) Discuss any three e-business models   (6marks)

c) Explain five phases of a purchase decision   (10marks)

d) Explain four reasons why the XML technology is the most preferred in

   developing E-commerce applications   (4marks)

e) Discuss the impact of IT as understood in the 3C framework   (5marks)

Section B:

Question two (20 marks)

a) Explain any five benefits of E-commerce to the businesses   (10marks)

b) Discuss any five network technologies that are appropriate for E-business

                                                                  (5marks)

c) Explain any five challenges in implementing business to consumer (B2C) model

                                                                  (5 marks)

Question three (20 marks)

a) Explain the following terms as used in information technology

   i.   SET

   ii.   ATM

   iii. VAN   (3 marks)

b) Explain the differences between tightly coupled applications and loosely coupled applications (4 marks).

c) Explain the following terms as used in the e-commerce security infrastructure
    i.   Authentication
    ii. Control of access
    iii. Data confidentiality
    iv. Data integrity guarantee
    v.   Transaction non repudiation (5 marks).

d) You are an E-commerce expert and you have been requested to be a project manager for developing an e-market for four companies. Explain any four things you must consider to incorporate in the E-market website (8 marks)

Question four (20 marks)

a) Explain any three strengths and weaknesses of the cryptography security technique (6marks)

b) Explain the difference between the public and private key as used in cryptography and also cryptography applicability in e-commerce (5marks)

c) Explain any four intellectual property rights as applies to USA government's property and intellectual property rights (4marks)

d) List any three benefits of e-commerce to the customer (3mark)

e) Explain the advantages of EDI (electronic data interchange) as used on e-business (2marks)