



BONDO UNIVERSITY COLLEGE

UNIVERSITY EXAMINATION 2012/2013

1ST YEAR 1ST SEMESTER EXAMINATION FOR DIPLOMA IN

LINUX ENGINEERING

(KISUMU LEARNING CENTRE)

COURSE CODE: ICT 2215

TITLE: FUNDAMENTALS OF E-BUSINESS

DATE: 10 /12/2012 TIME: 14.00-15.30PM

DURATION: 1.30 HOURS

INSTRUCTIONS

- 1. This paper contains FIVE (5) questions**
- 2. Answer question 1 (Compulsory) and ANY other 2 Questions**
- 3. Write all answers in the booklet provided**

QUESTION 1 (COMPULSORY) 30 MARKS

- a) Define e-commerce. (4 MARKS)
- b) Outline six ways the Kenyan government can intervene in the promotion and development of e-commerce among SMEs (6 MARKS)
- c) Briefly discuss the three major forces that fuel e-commerce. Briefly discuss. (6 MARKS)
- d) Briefly discuss three business processes that are enhanced by e-business. (6 MARKS)
- e) Outline and briefly explain four industries that are mostly affected by mobile commerce. (8 MARKS)

QUESTION 2

Discuss the different types of e-commerce. (20 MARKS)

QUESTION 3

As a business development manager of a telecommunication company, you are required by the management board to outline some benefits of e-commerce before they consider bringing it on board. Discuss some of these benefits. (20 MARKS)

QUESTION 4

- a) Discuss the subscription model of e-commerce website design. (10 MARKS)
- b) Differentiate between Infor-mediary and Utility models of e-commerce website designs. (10 MARKS)

QUESTION 5

Discuss two website design strategies that an organisation would choose from. Further, discuss their merits and demerits involved in using them. (20 MARKS)