**AFRICA NAZARENE UNIVERSITY**

**THIRD TRIMESTER EXAMINATIONS 2013/2014**

**BBT 304: INTRODUCTION TO ELCETRONIC COMMERCE**

**MAIN CAMPUS JAN 2014 TIME:-2HRS**

**INSTRUCTIONS:**

1. This paper contains FIVE questions. Answer question ONE (Compulsory) and any THREE Questions
2. All optional questions carry equal marks
3. Don’t write on the question paper

**Question one (30 marks)**

1. State and explain any two B2C digital payment solutions (4 marks)
2. State and explain three Internet Marketing Technologies for e-commerce businesses (6 marks)
3. Kibet has just started an online e-commerce business for grocers, discuss two benefits of e-commerce to her buyers (4 marks)
4. Discuss any three unique features of e-commerce (6 marks)
5. Discuss the role of government in the development of e-commerce in developing countries (5 marks)

 f) State and explain any five key elements of e-commerce business models (5 marks)

**Question two (15 marks)**

1. Discuss the differences between the Bluetooth and Wifi in relation to wireless communications for e-commerce (5 marks)
2. Using a diagram discuss the Moral Dimensions of an Internet Society (6 marks)
3. Discuss any two dimensions by which firms within industry compete in business ( 4 marks)

**Question three (15 marks)**

1. Discuss the business significance on the following features of e-commerce (6 marks)
2. Explain what Protocol in relations to internet for e-commerce (5marks)
3. State and explain the meaning of the following words in relation to e-commerce (4 marks)
4. Copy right
5. Intellectual Property Rights

**Question four (15 marks)**

1. Describe any four key Candidate Ethical Principles for e-commerce ( 4 marks)
2. List any three most popular Internet protocols used by e-commerce business today (6 marks)
3. List and explain major trends for online retail shopping in Kenya (5 marks)

**Questions five (15 marks)**

1. Describe the sellers perspective of e-commerce (5marks)
2. Describe five Security Threats to E-commerce Sites in the world today(5 marks)
3. Discuss five Limitations of the Electronic Job Market place (5 marks)