**AFRICA NAZARENE UNIVERSITY**

**THIRD TRIMESTER EXAMINATIONS 2013/2014**

**BBT 304: INTRODUCTION TO ELCETRONIC COMMERCE**

**MAIN CAMPUS JAN 2014 TIME :-3HRS**

**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 three Major components of e-Commerce (6 marks)
2. Discuss the methods of scaling up a website and state why scaling has a key business value for e-commerce websites (4 marks)
3. Discuss any three unique features of eCommerce (6 marks)
4. Explain the meaning of e-market place (2 marks)
5. State six disadvantages of e-commerce in Kenya today(6 marks)
6. State the buyers roles for the successful e-commerce transaction loop ( 5 marks)
7. Explain the security threats in relations to e-commerce businesses in the art and leisure sector (3 marks)

Question two (15 marks)

1. Discuss the major benefits to packing switching (5 marks)
2. Discuss the benefits of e-commerce can be seen to affect three major stakeholders (6 marks)
3. Discuss the following in relations to www and the internet ( 4 marks)

Question three (15 marks)

1. Explain how you would make your visitors be attracted to your web site? (5marks)
2. State and explain any two B2C digital payment solutions (4 marks)

Question four (15 marks)

1. Describe five advantage of electronic job market for job seekers and employers(5 marks)
2. Describe any four key elements of a business model ( 4 marks)
3. List any six strategic analysis factors for online retailing (6 marks)

Questions five (15 marks)

1. Describe any five characteristics of e-tailing for the Kenya stores (5marks)
2. Describe five revenue models used by e-commerce firms (5 marks)
3. Discuss the role of government in the development of e-commerce in developing countries (5 marks)