THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

AUGUST - DECEMBER 2017 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OFACCOUNTING AND FINANCE

REGULAR PROGRAMME

CIS 421: INTRODUCTION TO E-BUSINESS

Date: DECEMBER 2017	Duration: 2 Hours
INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions	

Q1. Read the case below and answer the following questions:

VITENDO party is a newly established political party in Kenya strategized to win elections in 2017. The party has build a dynamic website that will facilitate all the services of the website online.

Kenyan citizens including those in diaspora can access the website for information on the party manifesto, regulations of the party, campaign strategies etc. The website enables online recruitment of new members. A Kenyan citizen who has attained the age of eighteen can sign in by filling an electronic form with fundamental personal details at the site. The system will then generate user name and password to be used for authentication whenever the member accesses the website. The member upon logging in can choose on four membership options: Gold, silver and bronze with annual membership fee of Ksh2m, ksh1m and ksh0.5m respectively. Life membership is encouraged with an additional ksh1m above the annual fee. All payments are payable online at the website with credit/debit cards at the subscriptions and payments page.
The party has very active content management strategy with powerful use of web 2.0. Members can suggest across the country and even in diaspora information they feel should be included on the website to popularize the party. The Webmaster can choose from variety of content recommended and captured from campaign rallies and post at the homepage.
There is a lot of information classified in webpages to attract new members and sustain current members. Information on changes on manifesto content,

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development agenda of the party, policies, and ethics, short and long-term plans, processes and procedures of nominations.

The website also provides online interactive tools with the officials of the party including nominated candidates. This includes chat, voice over Internet protocol e.g. skype and personal emails contacts.

a) What is the type of e-commerce adopted by the VITENDO political party **(2marks)**

b) Explain the e-commerce business model VITENDO political party is operating online **(4 marks)**

c) What is/are the revenue model(s) used by the e-commerce business model **(6marks)**

Mobilo banking
Wire transfer
crypto currency.

d) Explain the value propositions in the above case **(6 marks)**

e) What are the suitable payment methods/systems for the above online entity **(6 marks)**

f) Explain the possible challenges that the above online approach of managing a political party may pose. **(6 marks)**

Q2. Internet technology infrastructure is expanding rapidly with increased value realization among Kenyans.

a) Explain any three social and three economic dynamics that arose upon wider use of Internet technology in Kenya. **(10 mark)**

b) Despite the Internet contributions improved livelihoods and business, many individuals and organizations have not embraced it. What are the limitations that hinder adoption of e-commerce technology in East Africa? **(10 marks)**

Q3. Website development requires a systematic methodology to ensure all the organization requirements are captured and the company objectives are achieved.

a) Explain the stages involved using a suitable methodological approach that can ensure all the requirements of an organization are captured and incorporated in the website. **(14 marks)**

b) What are the suitable tools used to develop a dynamic website for an organization. **(6 marks)**

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Q4. The world population is increasing using electronic payment systems/methods instead of the traditional notes and coins.

a) Compare and contrast the options of making payments using credit/debit cards using electronic funds transfer point of sale systems viz a vie the traditional payments systems using notes and coins. **(10 marks)**

b) What are the limitations that hinder people today from readily adopting electronic means of transactions and payments over the Internet

(10 marks)

END

Bulkyrus