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**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF IN EDUCATION, WITH IT**

**3RD YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR**

# KISII CAMPUS-FULL TIME & NAIROBI LEARNING CENTRE

**COURSE CODE: SCS 322**

**COURSE TITLE: ELECTRONIC COMMERCE**

**EXAM VENUE: STREAM: (B. ED & BBA )**

**DATE: EXAM SESSION:**

**TIME: 2 HOURS**

**Instructions:**

1. **Answer Question ONE (COMPULSORY) and ANY other 2 questions**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**QUESTION ONE (30 MARKS)**

1. Outline the various classifications of E-Business Transactions giving an example for each. (6mks)
2. Describe the various Revenue Models that e-commerce firms employ in their operations. (6mks)
3. Define M-commerce and list the major examples of M-commerce (4marks)
4. Describe benefits of an organization adopting E-commerce (6marks)
5. Discuss any challenges of E-Commerce and its solution in a firm (4marks)
6. Describe FOUR E-commerce components (4marks)

**QUESTION TWO (30 MARKS)**

1. Discuss the following concepts Confidentiality, Integrity, and Availability in relation to e-commerce. (10mks)
2. Enumerate the key participants in on-line processing card payments that one interacts with. (10mks)

**QUESTION THREE (20 MARKS)**

1. Describe some of the methods used to conduct market research on-line. (10mks)
2. Discuss the e-commerce legal and ethical challenges that organizations grapple with in their everyday transactions. (10mks)

**QUESTION FOUR (20 MARKS)**

1. Define the following in e supply chain management. **(8 marks)**
2. **Business-to-consumer (B2C) e-commerce**
3. **Business-to-business (B2B) e-commerce**
4. **Consumer-to-consumer (C2C) e-commerce**
5. Explain the following in what is collaborative commerce technologies (e-commerce)

**(8 marks)**

1. **Internet**
2. **Intranet**
3. **Extranet**
4. **Client-server**
5. Assess TWO security threats facing business Information Systems and propose possible strategies to counter the threats identified. **(4 marks)**

**QUESTION FIVE (20 MARKS)**

1. Discuss **Three types**  management information system key in business

**(6 marks)**

1. How to achieve successful e- BUSINESS management Strategies for successful e-commerce in organizations. **(6 marks)**
2. Discuss the typical problems and challenges in e supply chain management **(6 marks)**
3. Define the E-commerce (2 marks)