

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

# **UNIVERSITY EXAMINATIONS 2014/2015**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY/PURCHASING AND SUPPLIES MANAGEMENT**

**BIT 2315 : E-COMMERCE**

**DATE: AUGUST 2014 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE [COMPULSORY]AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [30 MARKS]**

1. You have been asked to aid in the development of an e-commerce infrastructure for a business. One of your objectives is the purchase or development of applications that will be used in the e-commerce platform. Describe six components that will guide you in the development of the application. [6 marks]
2. List and explain three methods of electronic payment. [6 marks]
3. Does face book have a viable business model? Explain your answer

[5marks]

1. Define the term cryptography and with the help of a diagram, clearly explain the major components of encryption. [7 marks]
2. Explain five types of networks [5 marks]
3. Define the term e-commerce [1 mark]

**QUESTION TWO [20 MARKS]**

1. Explain the meaning of the following terms: [6 marks]
2. OLAP
3. BPO
4. JIT
5. Discuss the ways in which safaricom Kenya Ltd has applied different forms of e-advertising. [10 marks]
6. With the help of a code, list four HTML tags with their meaning[4 marks]

**QUESTION THREE [20 MARKS]**

1. Discuss a V.A.N with the help of a diagram [5 marks]
2. Explain five different security threats for e-commerce [5 marks]
3. OLX provides a good CZC platform for doing online transactions but it has its limitations. Discuss these limitations. [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Discuss the different categories of commerce [5 marks]
2. White hat hackers , also known as certified hackers, are becoming a major asset for the e-commerce industry. Discuss how. [10 marks]
3. E-commerce has features that make it unique as compared to traditional business. Discuss five such features. [5 marks]

**QUESTION FIVE [5 MARKS]**

1. The Kenyan banking sector has gone through various transformations in the last decade. Using examples, discuss how e-commerce has been part of this transformation. [10 marks]
2. Discuss the legal issues arising from the use of internet and engaging in e-commerce. [5 marks]
3. Explain five characteristics of a successful e-payment method. [5 marks]