

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

# **UNIVERSITY EXAMINATIONS 2014/2015**

**SPECIAL/SUPPLEMENTARY EXAMINATION FOR FOURTH YEAR FIRST SEMESTER BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/**

**FIRST SECOND SEMESTER BACHELOR OF PURCHASING AND SUPPLY MANAGEMENT/**

**STAGE THREE SEMESTER TO BACHELOR OF SUPPLY CHAIN MANAGEMENT /**

**STAGE THREE SEMESTER TWO BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**

**BIT 2315 / BBT 2111: E-COMMERCE**

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

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

===========================================================

**QUESTION ONE**

1. Describe five operational challenges for a start up of e-business.[10 marks]
2. Explain the importance of E-commerce to a nation. [10 marks]
3. Discuss the benefits of outsourcing e-business operations. [10 marks]

**QUESTION TWO**

1. Explain the main six participants in secure electronic transaction.[12 marks]
2. Discuss the role of firewall in e-commerce. [8 marks]

**QUESTION THREE**

1. Discuss five models of E-commerce [10 marks]
2. E-commerce has changed boundaries of business world. Breifly discuss this statement. [10 marks]

**QUESTION FOUR**

1. List and explain four international issues with e-commerce. [8 marks]
2. Describe in details and giving examples of six major application of e-CRm system. [12 marks]