



SOUTH EASTERN KENYA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

**BPS411: E-PROCUREMENT
(Machakos Campus)**

DATE: 14TH DECEMBER, 2017

TIME: 1.30 -3.30 PM

INSTRUCTIONS TO CANDIDATES

- a) Answer **ALL** questions from section A(Compulsory)
 - b) Answer **ANY TWO** questions from section B
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SECTION A (30 Marks) - Compulsory

Question One

- a) Outline two categories of electronic wallet. **(2 marks)**
- b) State two factors that are pushing the public sector into the use of ICT in procurement process. **(2 marks)**
- c) Distinguish between *search engine optimization* and paid inclusion as used in e-procurement. **(2 marks)**
- d) Highlight four benefits of EDI to international trade. **(4 marks)**
- e) Explain the two strategies for Mitigating Legal Uncertainties in e-procurement. **(4 marks)**
- f) Distinguish between *Buy- side* and *Sell-side* as used in e-procurement. **(4 marks)**
- g) Describe four liability risks that fall under Legal issues relating to e-procurement. **(4 marks)**
- h) TESCO a retail shop plans to mount an online marketing campaign, outline four benefits of such a campaign to the shop. **(4 marks)**
- i) E-procurement runs through the support of electronic payment. Discuss two barriers to this form of payment. **(4 marks)**

SECTION B (40 Marks): ANSWER ANY TWO QUESTIONS

Question Two

- a) Describe the first two strategic steps leading to a successful e-procurement framework implementation. **(2 marks)**
- b) Discuss two challenges faced by firms while launching e-procurement. **(4 marks)**
- c) Describe the Structure of EDI transactions. **(2 marks)**
- d) Explain three value categories created by e-procurement system. **(6 marks)**
- e) SpinSpin Limited is a household electronic manufacturing firm they decided to implement an e-procurement system to help run the company affairs smoothly. Discuss three main components required for implementation of the system. **(6 marks)**

Question Three

- a) Outline four limitations of electronic marketing. **(4 marks)**
- b) Web Accessibility Initiative is an important reference for the definition of accessibility, Outline four guidelines it defines. **(4 marks)**
- c) Explain the two buyer's perception of risks associated with E-procurement systems. **(4 marks)**
- d) Discuss how e-procurement influences the four dimensions of supply chain management. **(8 marks)**

Question Four

- a) Outline two benefits of e-procurement over manual procurement. **(2 marks)**
- b) Tom who is a C.I.O of a multi-national organization plans to implement an e-procurement system that can be used in all their company branches in all the countries they operate. Explain three best practices he has to consider. **(6 marks)**
- c) Describe three fundamental steps articulated in the methodology of evaluating accessibility and usability of a public e-procurement web site. **(6 marks)**
- d) With the aid of an example, explain how an Electronic Data Interchange system communicates information from one company to another. **(6 marks)**