

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

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**FIRST YEAR/THIRD YEAR/FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/SUPPLY CHAIN MANAGEMENT/PURCHASING AND SUPPLIES MANAGEMENT**

**BBT 2211/BIT 2315 : E-COMMERCE**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND**

**ANY OTHER TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Describe the difference between: [8 marks]

1. Need and want.
2. E-commerce and E-business.
3. Promotion and advertisement.
4. Internet and intranet.

(b) E-commerce can be viewed from at least two different perspectives: the buyer’s view point and the seller’s view point. Describe the seller’s perspective of E-commerce. [8 marks]

(c) Describe any four types of infrastructure that support E-commerce.

[14 marks]

**QUESTION TWO (20 MARKS)**

(a) Describe any six disadvantages of E-commerce. [12 marks]

(b) Describe the following terms as used in E-commerce: [8 marks]

1. Digital economy.
2. Digital revolution.
3. Business process.
4. Transaction.

**QUESTION THREE (20 MARKS)**

(a) Discuss the impact of E-commerce to organizations. [10 marks]

(b) Briefly explain five characteristics of E-payment. [10 marks]

**QUESTION FOUR (20 MARKS)**

(a) Outline the key consideration you would make when selecting an internet service provider. [10 marks]

(b) Describe the evolution of E-commerce. [10 marks]

**QUESTION FIVE (20 MARKS)**

(a) Discuss five key functionalities that a good web server should provide. [10 marks]

(b) State and briefly explain any five categories of E-commerce.

[10 marks]