**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** **info@must.ac.ke**

**University Examinations 2014/2015**

STAGE FOUR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DIPLOMA IN INFORMATION TECHNOLOGY

**CIT 2280: E-COMMERCE**

 **DATE: OCTOBER 2015 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Define the following terms:
2. Commerce
3. Electronic commerce
4. Internet
5. Differentiate between Business-to-Business (B2B) and Business-to-Consumer (B2C) modes of electronic commerce. (4 Marks)
6. State three advantages of electronic commerce to the buyer. (3 Marks)
7. State three processes well suited for electronic commerce. (3 Marks)
8. Describe three disadvantages of electronic commerce. (6 Marks)
9. Describe four examples of electronic commerce market spaces. (8 Marks)

**QUESTION TWO (20 MARKS)**

1. Differentiate between the following terms:
2. E-commerce and E-business.
3. Intranet and Extranet. (4 Marks)
4. Describe four Electronic Market Success factors. (6 Marks)
5. Describe how the following are used in electronic commerce application:
6. Electronic Catalogue. (3 Marks)
7. Search engine. (2 Marks)

**QUESTION THREE (20 MARKS)**

1. Electronic commerce has rapidly grown in the global market. giving appropriate examples explain how E-commerce has impacted on the following area:
2. Communication
3. Marketing
4. Information technology (6 Marks)
5. List any four electronic payment methods. (4 Marks)
6. Define the shopping cart and state the actions it makes available to the user. (5 Marks)

**QUESTION FOUR (20 MARKS)**

1. Briefly discuss any four components of a business model. (7 Marks)
2. Discuss four components of a supply chain. (8 Marks)