

**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 2015/2016**

**SECOND YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT**

**CIT 3477: E-COMMERCE**

*.*

**DATE: NOVEMBER, 2015 TIME:** $2$ **HOURS**

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

**QUESTION ONE – (30 MARKS)**

1. Describe the difference between:
2. E-commerce and E-business. **(**2Marks)
3. Internet and intranet.(2Marks)
4. Explain **FOUR** differences between E-commerce and traditional commerce. Give examples. (8Marks)
5. Explain **FOUR** security threats for e-commerce (4Marks)
6. Discuss limitations of e-commerce to the following categories of groups:
	1. Organizations (2Marks)
	2. Consumers (2Marks)
	3. Discuss the legal issues arising from the use of internet and engaging in e-commerce. (3Marks)
7. Explain any five characteristics of a well-functioning commercial website. (5Marks)
8. Discuss any four services that can be provided to citizens in the implementation of

e-government in Kenya. (2 Marks)

**QUESTION TWO (20 MARKS)**

1. Write short notes under the following showing clearly how e-commerce can be used in them.
2. Supply chain management in relation to supply chain integration (8Marks)
3. EDI (3 Marks)
4. CRM (3 Marks)
5. Describe **THREE** various types of web technologies in use today (6 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss **FIVE** requirements for a successful e-commerce infrastructure (10 Marks)
2. Describe the process a customer would follow to buy electronic goods at jumuia.co.ke

(7 Marks)

1. Outline the issues that a user might encounter when using a Web browser on a smart phone to view a Web page. Explain what a Web designer might do to address those issues. **(**3 Marks)

**QUESTION FOUR (20 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)

1. Discuss major differences between e-commerce and m-commerce. (4 Marks)
2. Explain how e-business can assist an organization realize its goals and objectives.

 (6 Marks)

**QUESTION FIVE (20 MARKS)**

1. Does face book have a viable business model? Explain your answer (10 Marks)
2. Explain **TWO** advantages of Electronic Funds Transfer (4 Marks)
3. Explain the use of SSL in securing of computer networks (3 Marks)
4. Search engines such as google.com are important in e-commerce. Explain how (3 Marks)