****

**KENYA METHODIST UNIVERSITY**

**END OF FIRST TRIMESTER 2018 (PT) EXAMINATIONS**

**SCHOOL : SCIENCE AND TECHNOLOGY**

**DEPARTMENT : COMPUTER SCIENCE**

**COURSE CODE : BBIT 436 / CISY 428**

**COURSE TITLE : E-COMMERCE**

**TIME : 2 HOURS**

**INSTRUCTIONS:**

* ***Answer Question ONE and any other TWO Questions.***

**Question One**

1. What is a market place? (1 Mark)
2. List one technical and non- technical disadvantages of-commerce (2 marks)
3. Why is non-repudiation important in e-commerce? (2 Mark)
4. What type of business models have the companies below adopted, give a brief explanation to support your answer. (3 Marks)
5. Amazon
6. Alibaba
7. EBay
8. Briefly explain how the following revenue Models work in relation to ecommerce. (6 Marks)
	1. Freemium
	2. Paywall
	3. Affiliate marketing
9. Briefly explain how the following will assist in ecommerce security. (4 Marks)
10. Customer education
11. Secure Socket Layer
12. A certain Kenya retailer proposes to sale Mobile Phones online via a web site. Identify two major regulatory regimes applicable, and give examples of the steps required to comply with them. (6 Marks)
13. Explain the role and support of E-commerce in the following applications:
14. Real Estate Sector
15. Retail Sector (6 Marks)

**Question Two**

1. What are the advantages an online business will gain in accepting credit Cards as one of their payments systems? (4 Marks)
2. You want to sell goods to the public via the Internet. The basic concept is that the public will come to your Web site, examine your goods, and order the goods for shipment. Payment will be provided through a credit card and the goods will be shipped using the most economical shipping logistics. Based on this scenario, how will handle your security requirements in relations to the terms below: (6 Marks)
3. Confidentiality
4. Integrity
5. Accountability
6. State and explain the factors that you must consider when building an e-commerce website (6 Marks)
7. Discuss the advantages and disadvantages of showing stock levels on e-commerce site. (4 Marks)

**Question Three**

1. Many Websites use the SSL protocol to obtain confidential user information, such as credit card numbers. How can you implement SSL in a web server supporting your e-commerce business? What are the advantages and disadvantages of SSL? (6 Marks)
2. Define the term intellectual property, explain three issues related to intellectual property right. (4 Marks)
3. Client server model is the backbone to the E-commerce applications. Are there any security threats to it? Discuss. (4 Marks)
4. State and explain the various taxes that can be charged on e-commerce.

(6 Marks)

**Question Four**

1. What protections are there for copyrighted works published on the internet?

 (4 Marks)

1. Discuss how you would use social media to attract traffic to your e-commerce website. (4 Marks)
2. What is meant by the abbreviations CPC, CTR, CPA, ARPU in relation to online marketing? (2 Marks)
3. What is availability in relation to e-commerce? Briefly discuss the availability issues which might affect the following e-commerce models, and how to solve the issues. (3 Marks)
4. Business-to-consumer
5. Business-to-Business
6. What is Mobile Computing? Explain how mobile computing can be used to improve e-commerce. (4 Marks)
7. List and explain 3 guidelines for shopping online securely. (3 Marks).