# KENYA METHODIST UNIVERSITY

# 2nd TRIMESTER EXAMINATION 2017

# SCHOOL : SCIENCE AND TECHNOLOGY

# DEPARTMENT : COMPUTER SCIENCE

# COURSE CODE : CISY 428 / BBIT 436

# COURSE TITLE : E-COMMERCE

# TIME : 2 HOURS

***Instructions:*** Answer Question one and any other two questions.

**QUESTION 1 (30 Marks)**

1. Explain what the following terms mean in support of E-Business: Intranet, Extranet and Internet (3 Marks)
2. Consumers go through a decision making process before deciding on what to buy online. Highlight five stages in the consumer decision making process (5 Marks)
3. Discuss five strategies that E-Businesses can use to ensure they remain in business no matter the competition and other market forces (5 Marks)
4. List three advantages and three disadvantages of outsourcing Web design for E-Commerce portals (6 Marks)
5. Explain the purpose of the following systems used to enhance the functionality of an e-business system (6 Marks)
6. CRM
7. SCM
8. MIS
9. Internet is one of the main infrastructure that supports E-Commerce and E-Business. Current Internet suffers from a number of limitations hence hindering the full potential of E-Business. State any five limitations of Internet as an infrastructure (5 Marks)

**QUESTION 2 (15 Marks)**

1. State and briefly explain the 3Rs of E-Business Strategy (6 Marks)
2. Citing Amazon and OLX companies that engage in E-Commerce. State the business model and the revenue model used by each of the two companies (4 Marks)
3. Highlight five factors that define the consumer behavior (5 Marks)

**QUESTION 3 (15 Marks)**

1. State four types of payments systems that can be adopted by any E-Business company (3 Marks)
2. Explain for major aspects that E-Commerce laws should address to achieve a better environment for online trading (4 Marks)
3. Describe four ethical issues that an organization that want to engage in E-Business should address (4 Marks)
4. State four Features of intelligent agents that aid in the implementation of E-Business (4 Marks)

**QUESTION 4 (15 Marks)**

1. Describe three goals of web attackers and show how they can be countered (6 Marks)
2. E-Commerce applications are supported by infrastructure that is modeled in five support areas. State any three of these support areas and for each give an example (6 Marks)
3. Explain any three benefits of On-line shopping (3 Marks)