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**KENYA METHODIST UNIVERSITY**

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

**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 One**

1. List four challenges of implementing Business-to-Consumer model. (4 Marks)
2. State and briefly explain the 3Rs of E-Business Strategy. (6 Marks)
3. 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)
4. Define the following terms (5 Marks)
5. E-Commerce
6. E-Business
7. Enterprise Resource Planning
8. Outsourcing
9. Website
10. KeMU website is regularly updated with information. State five objectivesof KeMUWebsite. (5 Marks)
11. 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 Two**

1. List three advantages and three disadvantages of outsourcing Web design for E-Commerce portals. (6 Marks)
2. Discuss four strategies that E-Businesses can use to ensure they remain in business no matter the competition and other market forces. (4 Marks)
3. State five Features of intelligent agents that aid in the implementation of E-Business. (5 Marks)

**Question Three**

1. Using examples differentiate Brick-and Mortar and Click- and Mortar e-commerce companies. (6 Marks)
2. Different consumers will consume different products and services. Highlight five factors that define the consumer behavior. (5 Marks)
3. State four types of payments systems that can be adopted by any E-Business company. (4 Marks)

**Question Four**

1. Explain five major aspects that E-Commerce laws should address to achieve a better environment for online trading. (5 Marks)
2. State and briefly explain any five unique features of E-Commerce technology (10 Marks)