UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

DIS 302: E-BUSINESS

DATE: APRIL 12, 2018   TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

a) Explain the meaning and application of the term 'Business Logic' in reference to E-Business.   (6 marks)

b) Explain the term e-Commerce in relation to e-business field.   (6 marks)

c) Explain the importance of systems Security in relation to e-business?   (6 marks)

d) Distinguish the following terms as used in E-Business Architecture:

    i)   Organizational space   (3 marks)

    ii)   Organizational design   (3 marks)

e) Explain the role of flow charting as a tool in e-business management   (6 marks)

QUESTION TWO (20 MARKS)

a) Discuss the five components of an organization according to Mintzberg (1979).

(12 marks)

b) Discuss the advantages and disadvantages to consumers in E-Commerce business in Kenya.   (8 marks)

QUESTION THREE (20 MARKS)

a) Describe the various components of Computer-based Information System in relation to e-Business. (12 marks)

b) Discuss the role of flow-charts in the field of e-Business (8 marks)

QUESTION FOUR (20 MARKS)

a) Discuss any four elements of organizational architecture as identified by Watkins. (12 marks)

b) Identify and explain some of the common traps to be avoided when creating an organizational architecture according to Watkins. (8 marks)

QUESTION FIVE (20 MARKS)

a) Describe some of the main categories of e-Business systems from a constituency perspective. (8 marks)

b) Discuss any four main challenges of conducting E-business in Kenya today. (12 marks)

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