



UNIVERSITY EXAMINATIONS: 2019/2020
EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY/ BACHELOR OF BUSINESS IN
INFORMATION TECHNOLOGY/ BACHELOR OF SCIENCE IN
APPLIED COMPUTING / BACHELOR OF SCIENCE IN INFORMATION
SECURITY AND FORENSICS
BIT 1302A/ BUSS 208/ BSD 2105/ BISF 2105/ BAC 2105: E-COMMERCE
FULL TIME/PART TIME/DISTANCE LEARNING

DATE: MAY, 2020

TIME: 6 HOURS

INSTRUCTIONS: Answer ALL Questions

SECTION B: (20 MARKS)

QUESTION ONE

- a) Kabear is a company located in Nairobi Central Business District (CBD). They specialize in selling a variety of fresh farm products. They source high quality products from local farmers and delivers them straight to people's home. The company has employed you to advise them about developing a successful on-line and off-line marketing promotion. Discuss 5 off-line and 5 on-line marketing campaigns for Kabear, clearly indicating the reasons and justifications for each campaign you propose (taking into account the requirements of the company i.e. the products and the potential market they aiming for).

(20 Marks)

SECTION C: (20 MARKS)

QUESTION ONE

- a) The Nairobi city council wants to provide users of its public transportation system with the ability to pay transit fares, and make retail purchases, using a single contactless smart card. What sorts of problems can it encounter in setting up the system, and what types of problems could the riders encounter by using the cards?

(10 Marks)

- b) Compare and contrast the efficiency of establishing click-and-mortar Company with click only e-tailers (Support your answers by using examples from Kenyan based companies).

(10 Marks)