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REG No. 20/01512

CMS 104: E-COMMERCE

QUESTION ONE

i) Evaluating legal, ethical and professional issues arising from unauthorized access of client data (personal information).

Access to students' data (XYZ University) by unauthorized person (Njoki) amounts to violation of Data Protection Act 2019. XYZ University may sue Njoki for hacking into their system for potential damages. That she may use the private information accessed to injure the reputation and steal from the school.

It is unethical to obtain information from an organization without valid consent from the owners. In this case, Njoki obtained students' data without consent from the owners.

The public trust has been breached. Students no longer trust the safety of their data and their results. An intruder may infiltrate the system access and use it for malicious intention.

It is unprofessional for XYZ University to hide unauthorized access of their system from students. Students need to be informed so that they may take precaution in case they see suspected transactions in their private accounts.

Njoki's actions of sending Memo to all XYZ University amounts to unprofessionalism. She ought to have followed proper channels to reach out to the university management so as to offer solution to the problem at hand.

ii) Ways to mitigate website security challenge.

Creation of complex passwords; Hackers finds hard time to crack a password that contains not obvious words and figures such as use of password with at least eight characters and lowercase and uppercase letters. Also train employees to regularly change their passwords is key.

Secure WI-FI networks; The management must ensure the workplace WI-FI is secure and only allowed to be used by authorized personnel only.

Download and install software updates for operating systems and applications as they become available from trusted source only.

Make backup copies of important data and information so that in case of any loss or alteration, the backup may be used to restore normalcy.

Use firewall for internet connection to prohibit any unauthorized entry by intruders and hackers.

iii) Features of E-Commerce.

Interactivity; Students are able to make payments and get feedback in the comfort of their homes.

Time saving; While implementing the website, it was done in such a way that the user (university employee in charge) can be able to serve many students and upon inquiry of for example fee balance, he can be able to provide immediately.

Accurate information; It stores a pull of information from all clients accurately. At key in of data to the system, several persons are involved at various stages that ensures accurate information is keyed in.

Ubiquity; The website is stored online. Students and University staff can access it everywhere they are. Access has security limits to ensure credibility of data and information stored in the system.

iv)

Use of chatbots that is improving shopping experiences; Chatbots allows stores/ university to communicate with thousands of clients while giving them the feeling of personal attention and thoughtful recommendation based on their responses.

Use of voice search; Most clients are using voice search in conducting their shopping that has made e-commerce popular and interesting.

Mobile shopping on the rise; Most clients are using mobile phone to purchase or make payments.

Customers respond to videos; Streaming video on homepage has been attracting attention from most customers.

a) Implications of using ICT in marketing online products and services.

Companies that have embraced and used technology in their marketing, have increased their market share by reaching out to customers on remote locations hence increasing sales.

The customers save time while shopping online. As more\ customers embrace the technology the company overheads are reduced significantly that result in increase in profits.

Customers gets opportunity to compare products and services of different online stores at the comfort of their homes and quickly purchase online based on their research.

b) Measures of Web site effectiveness.

Reliability; Where website has aspects that do not function properly or missing, customers may not be interested to visit the site again.

Easy to use? Where the website takes too long to load, then it fails to achieve its objective as opposed to where it navigates faster.

Is the Website up to date? For the website to be liked by its users, frequent update is necessary.

Purpose of website; Where the goal of the website is met i.e intended audience are satisfied with it or the easily identifiable purpose has been accomplished, then the website is effective.