

KIRINYAGA UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
BACHELOR OF ENTERPRISE MANAGEMENT/BUSINESS MANAGEMENT
ECOMMERCE

CONTINUOUS ASSESMENT TEST

ANSWER ALL THE QUESTIONS

Using a business canvas model (BMC) develop a business model for a simple E-commerce or M-commerce platform of your choice. **[12 Marks]**

Identify and explain the drivers behind the fast growth of e commerce in Kenya. **(6 Marks)**

Briefly explain how the following three emerging technologies will influence the growth of E-commerce market globally.

- a) Internet of Things (IoT) **(4 Marks)**
- b) Artificial Intelligence **(4 Marks)**
- Block chain **(4 Marks)**