



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF INFORMATION COMMUNICATION TECHNOLOGY

UNIT CODE/NAME: BCT 418: E-COMMERCE

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) What do you understand by "E-commerce." (2 Marks)
- b) Provide an example of E-Commerce and describe how it takes place. (2 Marks)
- c) Outline THREE leading E-Commerce platforms globally that you are aware of. (3 Marks)
- d) Mention FOUR key properties of the Internet that makes it ideal for E-Commerce. (4 Marks)
- e) Mention THREE factors that are significant for a good E-Commerce security (3 Marks)
- f) Illustrate your understanding of Symmetric Key Encryption. (4 Marks)
- g) Outline in detail FOUR demographic factors that influences consumer online purchase power. (4 Marks)
- h) Describe in detail the FOUR types of E-Commerce discussed in class. (8 Marks)

QUESTION TWO

- a) Discuss THREE Security Threats in the E-commerce Environment. (3 Marks)
- b) Describe Electronic payment system and name TWO different methods to pay electronically. (3 Marks)
- c) As an E-Commerce entrepreneur, discuss FOUR limitations of the current Internet. (4 Marks)
- d) Discuss FIVE advantages of E-Commerce. (5 Marks)

QUESTION THREE (15 MARKS)

- a) State any TWO categories of auction Web sites. (2 Marks)
- b) Web 2.0 is a type of technology which allows people to utilize E-Commerce, mention THREE platforms that use the technology. (3 Marks)
- c) As an entrepreneur, you want to start a business, discuss FIVE key elements of business model you will consider for your business. Explain broadly each of the element. (10 Marks)

QUESTION FOUR

- a) Discuss TWO main disadvantages of E-Commerce and give example. (4 Marks)
- b) As a businessperson who wants your business to succeed, discuss the FIVE major steps you will undertake to build and design an ideal system for your business. (5 Marks)
- c) Illustrate THREE technological solutions that are in place to tackle the common security threats witnessed in E-Commerce. (6 Marks)

QUESTION FIVE

- a) Outline TWO benefits of Electronic Fund Transfer (EFT). **(2 Marks)**
- b) Discuss the FIVE foundations of E-Commerce in which the Internet and Web features are built. **(5 Marks)**
- c) Explain FOUR elements of the Digital certificate. **(8 Marks)**