SCOTT CHRISTIAN UNIVERSITY
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Scott Christian
UNIVERSITY
A Dynamic Centre of Academic Excellence

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF INFORMATION COMMUNICATION TECHNOLOGY

UNIT CODE/NAME: BBIT425: ELECTRONIC COMMERCE

March-June 2020/2021 End of Semester Exams - Time: 2 Hours

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

QUESTION ONE (30 MARKS)

a. Elaborate on four ways of addressing cyber security related threats in e-commerce related platforms. **(8 Marks)**

b. Internet has played a key role in the evolution of E-Commerce. Outline *five* characteristics of the Internet in relation to the development of modern E-Commerce platforms. **(5 Marks)**

c. Explain *four* major dimensions of a feasibility study for an e-Commerce site development. **(8 Marks)**

d. Hali Yako; a new a new firm in town has hired you as a marketing expert in the E-commerce sector to market their e-commerce website. Explain *three* methods of marketing that you can deploy or use to help them promote their site. **(6Marks)**

e. Outline three components of a well-functioning commercial website. **(3Marks)**

QUESTION TWO

a. Outline *five* application processes supported by B2B e-commerce. **(5Marks)**

b. Explain *three* types of payment systems as used in E-Commerce. **(6 Marks)**

c. Differentiate between *Ethics* and *Privacy* as used in E-Commerce. **(4 Marks)**

QUESTION THREE

a. Explain the following terms as used in E-Commerce.

   i. Value chain; **(2 Marks)**

   ii. Competitive advantage **(2 Marks)**

b. Describe the *4P's* dimensions of e-marketing framework. **(8 Marks)**

c. Outline three reasons as to why some businesses cannot grow even with the establishment of internet. **(3Marks)**

QUESTION FOUR

a. With the aid of examples, discuss *three* security services that any e-security system must provide. Encryption, Digital signature, security certificates. **(6Marks)**

b. Define the following terms as used in E-Commerce.

   i. Web server **(2 Marks)**

   ii. Shopping cart **(2 Marks)**

c. As a reliable ICT professional, you have been tasked to develop an application which can be used to facilitate e-payments. In your own opinion, elaborate on five characteristics of a successful e-paymentmethod **(5Marks)**

QUESTION FIVE

a. For many businesses to have a completive advantage in the current business setup, they have heavily invested in technology more so in E-Commerce platforms. The implementation of these platforms faces a lot of challenges more so in Kenya. Evaluate any*three*challenges which are faced by E-Commerce traders and how they can be addressed. Initial cost. Slow development is rapidly changes Security IPrivacy. **(6Marks)**

b. Briefly discuss *three* ways on how E-commerce is changing the way traditional business is conducted. **(6 Marks)**

c. Outline *three* advantages of E-Commerce to the seller. **(3 Marks)**

Ends