MURANG'A UNIVERSITY COLLEGE

(A constituent College of Jomo Kenyatta University of Agriculture and Technology)
UNIVERSITY EXAMINATIONS 2014/2015
YEAR TWO SEMESTER TWO EXAMINATION FOR THE DIPLOMA IN INFORMATION TECHNOLOGY
SCI 1208: E COMMERCE

COURSE: DIT   **TIME: 2 HOURS**

DAY/TIME: Friday 8:30am-10:30pm   **DATE:21st August 2015**

Instructions: Answer Question One and Any Other Two

Question 1.

a. Define the term E commerce   (2 Marks)

b. Differentiate between the following terms   (4 Marks)

   i.   E mall and virtual community

  ii.   E shop and market integrator

c. Explain the role of the business models   (6 marks)

d. List any four activities involved in the buy side   (4 Marks)

e. i. Differentiate between forward and backward integration in relation to value chain

(4 Marks)

    ii. Using an example of any successful company that you are familiar with, discuss the role of Information Technology in achieving forward integration   (6 Marks)

f. Discuss any three characteristics of successful e-payment methods.   (5 Marks)

Question 2.

a. Define the term E market space   (2 Marks)

b. Highlight the advantages of B2B Ecommerce   (4 Marks)

c. Explain the use of SSL to secure E commerce site   (8 Marks)

d. Explain the three tier architecture of e commerce   (6 Marks)

Question 3.

a. Define the term shopping cart as used in e commerce   (2 Marks)

b. Highlight the security threats to e commerce and their countermeasures   (4 Marks)

c. Discuss the components of a company typical value chain   (6 Marks)

d. Define electronic payment and discuss its advantages   (4 Marks)

e. Explain the application of E commerce in the following field   (4 Marks)

    i. Home banking

    ii. Home shopping

Question 4.

a. Define the term non-repudiation and discuss how it can be achieved in designing e-cash based system   (5 Marks)

b. Describe the parts of the supply chain   (6 Marks)

c. Discuss the characteristics of e payment methods as used in e commerce   (5 Marks)

d. Discuss the advantages of using EDI across the value chain   (4Marks)