



MURANG'A UNIVERSITY COLLEGE
(A constituent College of Jomo Kenyatta University of Agriculture and Technology)
UNIVERSITY EXAMINATIONS 2015/2016
YEAR TWO SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DIPLOMA IN
INFORMATION TECHNOLOGY
SCI1208 E COMMERCE

COURSE: DIT

TIME: 2 HOURS

DAY/TIME: Thursday 2:00PM -4:00PM

DATE: 29TH OCTOBER 2015

INSTRUCTIONS: Answer question one and any other two questions

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. Explain how e commerce impacts on the following (9 Marks)
 - i. Impacts on work routine
 - ii. Impacts on communication
 - iii. Impacts on marketing
- f. Discuss any three characteristics of successful e-payment methods. (5 Marks)

QUESTION 2.

- a. Define the term E market space (2 Marks)
- b. Differentiate between an intranet and extranet (4 Marks)

- c. Discuss the components of an electronic market place (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 (6 Marks)
- c. Discuss the components of a company typical value chain (6 Marks)
- d. Differentiate between the B2B and B2C business models (6 Marks)

QUESTION 4.

- a. Differentiate between the Forward integration and backward integration in relation to value chain (4 Marks)
- b. List the types of supply chain (4 Marks)
- c. Describe the e payment methods used in e commerce (6 Marks)
- d. Discuss the advantages of using EDI across the value chain (6 Marks)