



MURANGA UNIVERSITY COLLEGE
(A constituent College of Jomo Kenyatta University of Agriculture & Technology)

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

COURSE CODE: HBT 2306

COURSE TITLE: E-COMMERCE

DATE: 19TH APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (1) (compulsory) AND any other TWO

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over.



QUESTION ONE

The Amazon Bookshop which is an electronic commerce information system used to improve the time to serve customers by reducing the time to shop for books, reduce cost of shopping and to improve the access of information. The customer base is on global scale and the sales have been observed to be thousands of copies of books per month. The interaction has been found to encourage further growth of the customers who can make book orders and payments electronically.

- a) Define the term E-Commerce. (2 marks)
- b) Describe any FOUR unique features of the E-Commerce Technology that have made it an agent of change for business transactions (8 marks)
- c) Discuss FOUR revenue models that Amazon can use to increase its revenue (8 marks)
- d) Explore the benefits that Murang'a University can realize by purchasing its library books from the Amazon electronically (8 marks)
- e) Briefly explain TWO reasons why customers may be reluctant to purchase books online from an organization like that Amazon. (4 marks)

QUESTION TWO

- a) Discuss three major approaches to the electronic payment systems and outline how they can be secured. (10 marks)
- b) M - Commerce is becoming increasingly popular among many consumers. Its development is being driven by a number of factors. Discuss five such factors (10 marks)

QUESTION THREE

- a) Explain the term non-repudiation and how it can be achieved in designing e-cash based system. (5 marks)
- b) E-Marketplaces provide buyers and sellers a platform to exchange goods and services. Describe four types of e- marketplaces and the suitability of each in business to business and business to consumer markets. (10 marks)
- c) "Dell designed its own its own PC systems and allowed customers to configure their own customized systems". Explain TWO benefits of customization. (5 marks)

QUESTION FOUR

- a) As the technology underlying E commerce has become more complex and intertwined, the opportunities for intrusion and attacks have increased. Describe five types of security issues that can arise in E commerce transactions. (10 marks)
- b) Several advertising strategies can be used over the internet. Discuss FIVE such strategies. (10 marks)