



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

MAIN CAMPUS

SPECIAL/SUPPLEMENTARY 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:

TIME:

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

- a) Explain FOUR different approaches to establish an e-Commerce site to sell goods and service online (8 marks)
- b) There are several categories of E-Commerce, discuss what is meant by Business to Consumer categories, citing relevant examples (3 marks)
- c) Explain SIX different technologies E-commerce site can gather data about customers. (6 marks)
- d) Electronic payment systems are a crucial resource in developing eCommerce solutions. Discuss what is meant by Electronic Cash ? (5 marks)
- e) Discuss any FOUR threats to the security of E-Commerce and how they can be controlled. (8 marks)

Question TWO

- a) Explain FIVE limitations of the current Internet I e-commerce infrastructure technologies. (10 marks)
- b) Describe FIVE Internet and Web software applications upon which E-commerce is built on. (10 marks)

Question THREE

- a) There are several categories of E-Commerce, Giving relevant examples, discuss what is meant by Business to Consumer categories. (10 marks)
- b) Discuss FIVE most important factors in successful E-Commerce site design. (10 marks)

Question FOUR

- a) Briefly Explain the difference between intranet and extranet. (5 marks)
- b) Explain the meaning of the following terms as used in e-commerce and their importance
 - i) Biometric Systems (3 marks)
 - ii) E-brokerage.
 - iii) Digital Signatures (3 marks)
- c) Explain THREE advantages and THREE disadvantages of a Smart Card. (6 marks)