



MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATIONS

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

COURSE CODE: HBT 2306

COURSE TITLE: E-COMMERCE

DATE: 24TH APRIL 2015

TIME: 9.00 A.M.-11.00 A.M.

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer THREE (3) questions

MRUC observes ZERO tolerance to examination irregularities

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

QUESTION ONE: (30 MARKS) - Compulsory

- a) There are several categories of E-Commerce, discuss what is meant by Business to Consumer categories, citing relevant examples. (5 marks)
- b) Explain SIX different technologies E-commerce site can gather data about
c) customers. (6 marks)
- d) Electronic payment systems are a crucial resource in developing eCommerce solutions. Discuss what is meant by Electronic Cash. (8 marks)
- e) Distinguish between
i.) Smart card and credit card (2 marks)
ii.)
iii.) Non repudiation and Authenticity (2 marks)
- f) Explain four limitations of using online credit card payments (4 marks)
- g) Discuss the impacts of Internet on marketing. (3 marks)

QUESTION TWO

- a) Critically discuss four different approaches to establish an e-Commerce site to sell goods and services online. (12 marks)
- b) E-Commerce has changed the boundaries of business world. Discuss in detail with reference to internet and intranet. (8 marks)

QUESTION THREE

- a) Discuss any four threats to the security of E-Commerce and how they can be controlled. (8 marks)
- b) Explain how E-Commerce has evolved and distinguish between Internet 1 and Internet 11 E-commerce infrastructure technology (12 marks)

QUESTION FOUR

- a) Explain the benefits of e-commerce to organization, customers and society at large. (12 marks)
- b) Discuss the challenges and issues that the various stakeholders may face in implementing the Cashless Payment Systems in the public transport industry in Kenya. (8 marks)