



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN
INFORMATION TECHNOLOGY AND DIPLOMA IN BUSINESS
MANAGEMENT**

SIT 059 – E COMMERCE

DURATION: 2 HOURS

DATE: 24/4/2019

TIME: 2-4 P.M.

Instructions to candidates:

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define the following terms in relations to E-commerce. (4 marks)
- i. Shopping Cart.
 - ii. E- Market.
 - iii. EDI.
 - iv. Market integrator
- b) Differentiate between forward and backward integration in relation to value chain. (4 marks)
- c) Explain any three advantages of electronic payment as opposed to cash payment. (6 marks)
- d) Describe the parts of a supply chain. (6 marks)
- e) Explain three mitigation strategies of the security threats of E-commerce. (6 marks)
- f) Explain any two application of E-commerce in home banking. (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) List any three characteristics of E-commerce. (3 marks)
- b) Explain any three advantages of B₂B. (6 marks)
- c) Describe the three architecture of e-commerce. (6 marks)
- d) Using an example of any successful company that you are familiar with, discuss the role of information Technology in achieving forward integration. (5 marks)

QUESTION THREE (20 MARKS)

- a) Explain the use of SSL to secure ecommerce site. (4 marks)
- b) Explain any three characteristics of successful e-payment methods. (6 marks)
- c) (i) Define the term non repudiation. (2 marks)
- (ii) Explain how non repudiation can be achieved in designing e-cash based system. (4 marks)
- d) State two advantages of using EDI (4 marks)

QUESTION FOUR (20 MARKS)

- a) State any four advantage of e-commerce to the organizations. (4 marks)
- b) Explain any three methods of electronic payment. (6 marks)
- c) Distinguish between Intranet, Extranet and Internet in relation to e-commerce. (6 marks)
- d) Describe two advantages of Disintermediation to the consumer. (4 marks)