



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY**

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**UNIVERSITY ORDINARY EXAMINATION**

**2020/2021 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR, DIPLOMA IN  
INFORMATION TECHNOLOGY**

**SIT 059– ELECTRONIC COMMERCE**

**DURATION: 2 HOURS**

### **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 (6marks)
- i. E-commerce
  - ii. E-payments systems
  - iii. Technological convergence
  - iv. Electronic funds transfer
  - v. E-marketing
  - vi. Tele marketing
- b) Describe the three categories of E-commerce (6marks)
- c) Describe three types of business models (6marks)
- d) Discuss three (3) types of E-payment methods (6marks)
- e) Explain any three (3) application areas of electronic data interchange (6marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) Describe 5 challenges that a business using E-commerce technology is likely to go through (10marks)
- b) Describe 5 features of E-commerce (10marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss 5 components of supply chain management (10marks)
- b) Discuss five ways of implementing security measures in electronic payment systems (10marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss five advantages of using E-marketing (10marks)
- b) Explain 5 challenges of using telemarketing (10marks)