MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

UNIVERSITY ORDINARY EXAMINATION

2024/2025 ACADEMIC YEAR

FOUTH YEAR **FIRST** SEMESTER EXAMINATION FOR BACHELOR

OF SCIENCE IN SOFTWARE ENGINEERING, BPSM, BBIT, AND BSC. IT

SIT 402– 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) Explain the following E-Commerce Models:

    i.   E. tailer   (2 marks)

    ii.   Market Creator   (2 marks)

    iii.   Community provider   (2 marks)

b) Discuss any THREE characteristics of a well-functioning E-commerce website. (6 marks)

c) Doing business through online platform is currently the best model organizations are embracing. Describe FOUR different security treats brought about by E-Commerce

    (4 marks)

d) State **FOUR** Challenges faced by governments in fighting E-Commerce Crime. (4 marks)

e) Discuss **FOUR** attributes of Mobile Commerce   (4 marks)

f) Explain the benefits of Mobile ticketing to the

    i.   Ticket buyer   (3 marks)

    ii.   Event Organizer   (3 marks)

SECTION B– ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

a) Explain **SIX** E-Commerce revenue models.   (6 marks)

b) When preparing to internationalize an E-Commerce business, there are factors to be considered. Describe any **FOUR** factors that you need to consider.   (4 marks)

c) Attention today has shifted to the consumer, where a firm considers the introduction of a new product in the market. A lot of products coming into the market today are as a result of customer feedback. The manager of a new firm has taken interest in application of internet in developing his firm's business strategies. Explain the FIVE logically ordered steps to be undertaken to achieve the implementation.   (10 marks)

QUESTION THREE (20 MARKS)

a) Explain the following players of M-Commerce

    i.   Service Providers   (2 marks)

    ii.   Commerce merchants   (2 marks)

    iii.   Content Provider   (2 marks)

b) Discuss **FOUR** challenges faced by institutions in implementing E-commerce standardization policies. (4 marks)

c) Continuous growth in IT has brought with it other dimensions such as legal and ethical issues. Therefore, a firm operating an online business must be cautious so that they are not caught-up in these issues and legal suits. As an entrepreneur, having your own E-Commerce platform, discuss five legal and five ethical aspects that you would take into consideration.

(10 marks)

QUESTION FOUR (20 MARKS)

a) Electronic data interchange forms the backbone of E-commerce. This concept led to the birth of E- Commerce where firms are able to exchange information without necessarily having to delay. This created opportunity for paperless transactions. Discuss **FIVE** reasons why these systems remain relevant today and highlight the challenges faced in the implementation.

(10 marks)

b) Upon development of E-Commerce concept, the next phase is for the firm to determine the architecture model that will be used to run the business. Explain **Five** E-commerce architecture models available for the implementation of E-commerce platforms. (10 marks)