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MASINDE MULIRO UNIVERSITY OF

SCIENCE AND TECHNOLOGY
(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

DEGREE SEMESTER ONE MAIN EXAMINATION

FOR THE DEGREE

OF

BSc Knowledge Management and Information Systems

COURSE CODE: BIK 212

COURSE TITLE: **E-COMMERCE**
DATE: 19/12/2022   **TIME: 2 Hours 8:00AM – 10:00 AM**

INSTRUCTIONS TO CANDIDATES

Question ONE is compulsory
Answer THREE (3) questions
TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating
This Paper Consists of 2 Printed Pages. Please Turn Over.

Question One (COMPULSARY)

a) Distinguish between Electronic business and Electronic process as used in E-commerce [2marks]

b) E-commerce brings universal access of the Internet to the core business processes of buying and selling by the way of generating demand for products and services List FOUR features of EDI [4marks]

c) Explain Four drawbacks of traditional commerce as compared to modern commerce [4mks]

d) Use of e-commerce has generated numerous impact to society , organisations and customers, briefly explain FOUR Technical limitations of e-commerce [4marks]

e) Describe the merits of Internet/E-Commerce Integrated Supply Chain system [4marks]

f) B2C includes both products and services as well. B2C innovators have leveraged technology like mobile apps, native advertising and remarketing to market directly to their customers and make their lives easier, Explain FIVE MODELS in B2C e-commerce [4 marks]

g) Describe the requirements of Secure Socket Layer (SSL) [4marks]

h) Electronic commerce software performs range from a few fundamental operations to a complete solution, State any FOUR basic components of electronic software [4 marks]

Question Two

a) E-commerce is prone to security challenges , Discuss the Major security threats to e-commerce [10marks]

b) Discuss the major risks that a customer might encounter when making electronic payments in e-commerce [10 marks].

Question Three
a) Describe the drawbacks of telemarketing in E-commerce [4 marks]
b) Explain the applications of EDI in e-commerce [6 marks]
c) Discuss B2B E-commerce model in terms of relationship , features , examples pros and cons (10marks)

Question Four
a) Explain the meaning of the term supply chain management as used in e-commerce, Discuss the key components of a supply chain management system in e-commerce[10marks]

b) Explain the meaning of the following terms digital signature as used in e-commerce ,Discuss the application of digital signatures in e-commerce [10marks]

Question Five

a) What are business model platforms? Briefly explain FOUR C2C business model platforms [10marks]

b) Outline SIX pros of using EDI as applied in e-commerce [6 marks]

c) Explain digital token based electronic payment system hence state three types of this payment [6marks]