

2020



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2020/2021 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF TECHNOLOGY EDUCATION  
IN  
ELECTRICAL AND ELECTRONICS ENGINEERING**

**COURSE CODE: ECE 522**

**COURSE TITLE: E-COMMERCE**

**DATE: 1<sup>ST</sup> AUGUST 2022**

**TIME: 8.00 – 10.00 AM**

**INSTRUCTIONS TO CANDIDATES**

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.  
QUESTION ONE CARRIES 30 MARKS AND ALL OTHERS 20 MARKS EACH.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over. 

## QUESTIONS

### **QUESTION 1**

- a) Discuss what Electronic Data Interchange (EDI) entails (2 Marks)
- b) Giving examples, state FOUR functional modules of Enterprise Resource Planning (ERP) (8 Marks)
- c) State FOUR advantages of e-commerce (4 Marks)
- d) Explain THREE advantages of internet/e-commerce integrated supply chain (6 Marks)
- e) Explain TWO applications of the EDI (4 Marks)
- f) Explain THREE components of a call center (6 Marks)

### **QUESTION 2**

- a) Integrity and security is a big concern in e-commerce because the transactions are done over the internet. Giving examples, discuss FOUR security requirements in electronic payment systems. (8 Marks)
- b) Discuss THREE advantages of e-marketing (6 Marks)
- c) Using examples, discuss THREE categories of e-commerce (6 Marks)

### **QUESTION 3**

- a) Define the term e-marketing (2 Marks)
- b) Describe THREE features of supply chain management in e-commerce (6 Marks)
- c) Explain THREE advantages of using the internet (6 Marks)
- d) Describe the following features of e-commerce (6 Marks)

### **QUESTION 4**

- a) Explain THREE uses of the intranet (6 Marks)
- b) What is content marketing? (2 Marks)
- c) Explain at least TWO problems that are solved by the implementation of a good supply chain management system (4 Marks)
- d) Discuss THREE benefits of using Enterprise Resource Planning (ERP) (6 Marks)
- e) Define the term 'web traffic' (2 Marks)

### **QUESTION 5**

- a) List THREE properties of e-cash (3 Marks)
- b) Explain FOUR disadvantages of ERP (8 Marks)
- c) Outline FOUR issues that arise in electronic payments as a form of e-commerce (4 Marks)
- d) Outline FIVE security threats to e-commerce (5 Marks)