UNIVERSITY EXAMINATIONS: 2025/2026

EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

MBA618/604

E- BUSINESS

END OF TERM EXAMINATION

DATE: APRIL, 2026 **TIME: 3 HOURS**

INSTRUCTIONS: Question One is Compulsory, Choose Three Other Questions

SECTION A (COMPULSORY)

QUESTION ONE (20 MARKS)

Case Study: Digital transformation at safari Mart Ltd

safari Mart Ltd is a medium-sized retail chain operating in major towns across Kenya. The company has traditionally relied on physical stores but recently launched an online platform to respond to changing customer preferences. While the website has increased customer reach, the firm is facing challenges related to system downtime, data security concerns, delayed order fulfillment, and poor integration between online and physical operations. Customers have also raised concerns about privacy, online payment safety, and lack of personalized services. Management is unsure how to align its e-business initiatives with overall business strategy and emerging digital technologies.

Required:

a) Analyze two e-business challenges facing safari Mart Ltd in its transition to online operations. *(4 marks)*

b) Explain how Internet and web technologies can be applied to improve safari Mart Ltd.'s online service delivery. *(4marks)*

c) Discuss the role of information systems in supporting managerial decision-making in Safari Mart Ltd. *(4 marks)*

d) Explain two ethical or security issues evident in the case and how they may affect customer trust. *(4 marks)*

e) Suggest two strategic actions Safari Mart Ltd can take to enhance competitiveness through e-business. *(4 marks)*

SECTION B

(Answer ANY THREE (3) questions in this section)

QUESTION TWO (10 MARKS)

A start-up company plans to establish an online marketplace connecting local producers directly with consumers using mobile technology.

a) Explain the three unique features of e-commerce technology and its influence on the success of this online marketplace. *(6 marks)*

b) Explain the mobile commerce (m-commerce) on creating new business opportunities compared to traditional e-commerce. *(4 marks)*

QUESTION THREE (10 MARKS)

Organizations increasingly rely on web-based infrastructure to support their digital operations.

a) Discuss the influence of Internet technologies and network structures on e-business operations. *(6 marks)*

b) Explain the role of client–server computing in modern e-business environments. *(4 marks)*

QUESTION FOUR (10 MARKS)

A firm is planning to develop a new e-commerce website to support its business growth strategy.

a) Discuss key considerations in planning and designing an e-commerce system. *(6 marks)*

b) Explain the implications of choosing between building an in-house system and outsourcing e-business solutions. *(4 marks)*

QUESTION FIVE (10 MARKS)

Digital platforms have transformed how firms create value and compete in the marketplace.

a) Analyze the different e-business models on creating value for customers and organizations. *(6 marks)*

b) Explain disruptive technologies influence on competition and innovation in e-business. *(4 marks)*