



PAN AFRICA CHRISTIAN UNIVERSITY

(BACHELOR OF BUSINESS INFORMATION TECHNOLOGY)

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BIT 405

CAMPUS: ROYSAMBU

COURSE TITLE: E-COMMERCE AND CLOUD COMPUTING

EXAM DATE: Tuesday 10th April 2018

TIME: START HOUR – END HOUR 1730-2010HRS

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Four questions in Section **B**.
- Write only your **student number** on the answer booklet provided.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A

(Answer ALL questions in this section)

Question 1:

- I. Define the following terms:
 - a. Electronic Commerce **(1 Mark)**
 - b. E-Business **(1 Mark)**
 - II. Distinguish between intranet and extranet. **(4 Marks)**
 - III. Amazon and e-Bay are among the most successful E-Commerce enterprises in the world. Analyze THREE critical success factors that give them a competitive advantage over other related enterprises. **(6 Marks)**
 - IV. Describe THREE revenue models that can be adopted by electronic commerce companies. **(6 Marks)**
 - V. Outline TWO limitations of on-line market research. **(2 Marks)**
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SECTION B

(Answer any FOUR (4) questions in this section)

Question 2:

- I. Use of E-Commerce has grown with the advent and evolution of the internet. This growth however has not been celebrated in Africa as in the developed nations due to notable hindrances. Discuss **FIVE** hindrances of E-Commerce in Kenya. **(10 Marks)**
- II. When consumers are making purchasing decisions, different entities play different roles in the decision-making process. Describe **FIVE** major roles played. **(10 Marks)**

Question 3:

- I. Discuss FIVE factors driving the growth of electronic commerce in the world today. **(10 Marks)**
- II. Explain THREE categories of cloud computing services. **(6 Marks)**

Question 4:

- I. Explain the term electronic marketplace and outline its main components. **(10 Marks)**
- II. Discuss the role of internet in the development and growth of e-commerce. **(10 Marks)**

Question 5:

- I. A framework for classifying E-commerce is by analyzing trading partners. Describe THREE categories of e-commerce based on this framework. **(6 Marks)**
- II. Explain THREE reasons that have prompted companies to shift to online advertising methods. **(6 Marks)**
- III. Discuss FOUR security threats that can be associated with Electronic Commerce. **(8 Marks)**

Question 6:

- I. Discuss the benefits of e-commerce to the following:
 - a. Organizations **(5 Marks)**
 - b. Customers **(5 Marks)**
 - c. Society **(5 Marks)**
- II. Outline FIVE characteristics of successful e-tailing. **(5 Marks)**

Question 7:

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- I. Discuss the following aspects of E-Commerce and state how they influence electronic business.
- a. Personalization **(4 Marks)**
 - b. Customer Loyalty **(4 Marks)**
 - c. E-Loyalty **(4 Marks)**
 - d. Satisfaction **(4 Marks)**
 - e. Trust **(4 Marks)**