# DIT 0210: PRINCIPLES OF E-COMMERCE

**INSTRUCTIONS**

1. **Answer Question ONE and any other THREE**

## QUESTION ONE: 10 MARKS

a) Describe the following terms as used in E-Commerce
   - i) Banners                                                      (2 Marks)
   - ii) E-Business                                                   (2 Marks)
   - iii) Shopping Carts                                            (2 Marks)
   - iv) E-Auctions                                                  (2 Marks)
   - v) Spot Buying                                                  (2 Marks)

b) Describe five major phases of a general purchasing-decision model   (10 Marks)

## QUESTION TWO: 20 MARKS

a) Using examples describe the types of EC by the nature of transactions or interactions.
                                                                      (10 Marks)
b) Define EC order fulfillment and describe the EC order fulfilment process.  (10 Marks)

## QUESTION THREE: 20 MARKS

a) Describe **five** reasons why M-Commerce concept has become so popular.  (10 Marks).

b) i) Differentiate between Online Bartering and Negotiating online          (7 Marks)

   ii) Explain three factors that may facilitate online negotiation          (3 Marks)

## QUESTION FOUR: 20 MARKS

a) Despite the fact that the use of M-Commerce is growing rapidly there are still limitations that causes limited use of M-Commerce. Briefly explain five limitations of M-Commerce.
                                                                      (10 Marks)

**b)** Describe the following security issues that occur in E-Commerce.          (10 Marks)

## QUESTION FIVE: 20 MARKS

a) Outline at least five reasons why web advertising is growing rapidly          (10 Marks)

b) Briefly describe the following Advertising methods          (10 Marks)

   - i) Banners
   - ii) Pop-up and similar Ads
   - iii) Email Advertising
   - iv) Search engine advertisement
   - v) Advertising in chat rooms