



KISII UNIVERSITY
UNIVERSITY EXAMINATION
MAIN CAMPUS

**SECOND YEAR EXAMINATION FOR THE AWARD OF THE DEGREE
OF BACHELOR OF BUSINESS INFORMATION AND MANAGEMENT**
SECOND SEMESTER

(SEPTEMBER –DECEMBER2023)

BINM23/BBAM BCOM 375: E-COMMERCE

STREAM: Y2S1

TIME: 2 HOURS

DAY:

DATE:

INSTRUCTIONS

- 1. Do not write anything on this Question paper*
- 2. Answer Question ONE and any other THREE Questions*
- 3. Question ONE contains 25 marks and every other question contains 15 marks each.*

QUESTION 1: COMPULSORY [25 Marks]

E-commerce is the pre-eminent buzzword of the online business revolution. It captures the excitement and focus of this fast emerging market. But it is more than a slogan or glib party line. At its core it embodies a concept for doing business online.

- (a) Differentiate between E-Commerce and E-Business. (2 marks)
- (b) List and explain **FIVE (5)** different categories of E-Commerce. (5 marks)
- (c) List and explain **FIVE (5)** benefits of E-Commerce to consumers. (5 marks)
- (d) List and explain **FIVE (5)** E-Commerce Revenue Models. (5 marks)

- (e) Define the following E-Commerce terms. (8 marks)
- i. Electronic shopping cart
 - ii. Electronic Mall
 - iii. Software(Intelligent) agent
 - iv. Intranet

QUESTION 2: (15 MARKS)

Consumers are increasingly using the Internet to do extensive amount of research on products before purchasing. Also, modern consumers are making more and more online purchases. B2C market of e-business is growing in size. Forrester Research estimates that e-tailing will reach \$316 billion by 2010.

- (a) Define electronic retailing (e-tailing) and e-tailers. (2 marks)
- (b) Identify and explain **FIVE (5)** characteristics of successful e-tailing. (5 marks)
- (c) Identify and explain **FOUR (4)** classification of e-tailing by distribution channel. (8 marks)

QUESTION 3: (15 MARKS)

- a. Illustrate with diagrams the two-tier and three-tier e-commerce architectures.(5 marks)
- b. Evaluate four main strategic planning process factors that facilitate e-commerce environment. Justify your answers with a chart showing how these factors relate to each other. (10 marks)

QUESTION 4 :(15 MARKS)

- a) Briefly describe **(FIVE) 5** methods used in web advertising. (5 marks)
- b) Discuss 5 travel services available online. (5 marks)
- c) Briefly describe five payment systems used in E-Commerce. (5 marks)

QUESTION 5: (15 MARKS)

- i. List and explain 4 cultural barriers that can be faced by a company trying to go global through the use of e-commerce. (8 marks)

ii. Differentiate between a vertical exchange and a horizontal exchange. (2 marks)

iii. E Google has many strategic business units. The company is currently facing problems on whether to separate their company portfolio or maintain their current position. This is crucial due to stiff competition faced by E Google. As a manager in the company you are required to recommend to the managing director of the company the advantages and disadvantages of separating the online company.

Describe in your own words the key **(THREE) 3** advantages and **TWO** disadvantages of creating a separate online company. (5 marks)

END