KISII UNIVERSITY
UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE DIPLOMA OF INFORMAITON TECHNOLOGY

FIRST SEMESTER 2023/2024
[JAN – APRIL, 2024]

DIT 0210: PRINCIPLES OF E – COMMERCE

STREAM: Y2 S2   **TIME: 2 HOURS**

DAY: MONDAY, 12:00 - 2:00 P.M.   **DATE: 15/04/2024**

INSTRUCTIONS

1. *Do not write anything on this question paper.*
2. *Answer question ONE (Compulsory) and any other TWO questions.*

QUESTION ONE: 30 MARKS

a) Explain any six characteristics of a well-functioning commercial website. (6 Marks)

b) Assume you have an account with Amazon.com. Give the procedure you would take to buy goods online using the account   (6 Marks)

c) Explain six e-commerce revenue models   (6 Marks)

d) Explain the following E-commerce business models

    i) E-tailer   (2 Marks)

    ii) Market Creator   (2 Marks)

    iii) Community provider   (2 Marks)

e) Explain three benefits of e-commerce to the organization and three benefits to the customer   (6 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 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