

**CHUKA UNIVERSITY**

**SECOND YEAR SEMESTER TWO EXAMINATION FOR THE AWARD OF BACHELOR OF APPLIED COMPUTER SCIENCE**

**ACSC 273: E-BUSINESS FUNDAMENTALS**

**STREAM (BSC. APPLIED COMPUTER SCIENCE)**

**Instruction: Attempt questions ONE in section A and any other 2 questions in section B.**

**SECTION A**

**QUESTION ONE (30 MARKS) (COMPULSORY)**

- a) Differentiate between the following terms: **[6 marks]**
- i) E-commerce and E-business
  - ii) Intranet and Extranet
  - iii) Symmetric encryption and Asymmetric encryption
- b) Outline any **Six** benefits of e-commerce over traditional business **[6 marks]**
- c) Briefly explain the following definition: E-Commerce is a Technology-mediated exchange between parties as well as electronically-based intra- or inter-organizational activities that facilitate such exchanges. **[6 marks]**
- d) Describe **three** types of electronic payment systems. **[6 marks]**
- e) E-commerce has witnessed a rapid growth in the global market. Explain how E-commerce has impacted on the following giving appropriate examples from the Kenyan context. **[6 marks]**
- i) Banking
  - ii) Stock trading
  - iii) Tour and travel

## **SECTION B: ANSWER ANY TWO QUESTIONS**

### **QUESTION TWO (20 MARKS)**

- a) Highlight **three** forms of internet advertisements. **[3 marks]**
- b) Explain **five** factors that fuel the growth and development of electronic commerce. **[5 marks]**
- c) Explain how electronic commerce has impacted on the following in business enterprises: **[6 marks]**
- i) Communication
  - ii) Marketing
  - iii) Work routine
- d) Explain **three** methods used to secure data and information exchanged online during electronic commerce transactions. **[6 marks]**

### **QUESTION THREE (20 MARKS)**

- a) Describe the following information system security threats indicating how they impact on electronic commerce: **[6 marks]**
- i) Malware
  - ii) Denial-of-services
  - iii) Spoofing
- b) Highlight **four** factors to consider when choosing an electronic commerce hardware platform. **[4 marks]**
- c) The internet is rapidly transforming the way we communicate, educate, buy, and sell goods and services. This implies that it has great potential to provide unparalleled benefits to the society. However Internet can also be a powerful new medium for those who wish to commit unlawful and criminal acts. Discuss the legal and ethical issues arising from the use of the internet. **[10 marks]**

#### QUESTION FOUR (20 MARKS)

- a) Highlight **two** internet connectivity requirements. [2 marks]
- b) Describe **two** applications of corporate intranets. [2 marks]
- c) Outline the steps a business enterprise would follow to embrace electronic commerce. (4 marks)
- d) Explain **three** challenges facing implementation of electronic payment systems. [6 marks]
- e) Write a HTML code that can display the output below: [6 marks]

Choose an item to purchase from the list below:

- Computer
- Printer
- Scanner

#### QUESTION FIVE (20 MARKS)

- a) Describe a business model. [2 marks]
- b) Describe the following modes of e-commerce: [6 marks]
- i) B2B
  - ii) B2C
  - iii) B2G
- c) Critically discuss four different approaches to establish an e-Commerce site to sell goods and service online. [8 marks]
- d) List the four major dimensions of a feasibility study for an e-Commerce site development. [4 marks]