



KENYATTA UNIVERSITY
DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING (DSVOL)
EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
(INFORMATION TECHNOLOGY)
SIT 405: E-COMMERCE

2ND TRIMESTER 2023/2024

TIME: 2 HOURS

INSTRUCTIONS: THIS PAPER CONSISTS OF TWO SECTIONS (A AND B) . ANSWER SECTION A (COMPULSORY) AND ANY TWO QUESTIONS FROM SECTION B.

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE

(30 MARKS)

- (a) E-Commerce can be defined from different perspectives. Describe three such perspectives. (6 marks)
- (b) Describe the following attributes of e-commerce. (4 marks)
 - i. Richness
 - ii. Universal standards
- (c) E-Commerce was preceded by the following two technologies. Discuss what each one entailed. (4 marks)
 - i. Electronic Funds Transfers (EFTs)
 - ii. Electronic Data Interchange (EDI)
- (d) The internet was designed around two protocol standards the TCP and the IP. Define what an IP address is. (2 marks)
- (e) Using a diagram, illustrate the classful IP addressing scheme. (6 marks)
- (f) Describe four various application processes supported by B2B e-commerce. (8 marks)

QUESTION TWO

(20 MARKS)

- (a) Security is a big challenge in e-commerce due to the fact that e-commerce is carried out via the Internet. Giving examples, discuss four security services that any e-security system must provide. (4 marks)
- (b) With the help of a diagram, explain the TCP/IP layered architecture, giving examples of the various protocols found in each layer. (8 marks)
- (c) Using diagrams, illustrate the difference between secret-key cryptography and public key cryptography. (8 marks)

QUESTION THREE

(20 MARKS)

- (a) State and explain six requirements for any e-payments system. (6 marks)
- (b) Describe the 4 Ps which make up the marketing mix for any company. (4 marks)
- (c) Describe what a shopping cart is, explain its functioning. (5 marks)
- (d) Describe what an e-commerce business plan is, giving its importance. (5 marks)

QUESTION FOUR

(20 MARKS)

- (a) Define the term e-marketing. (2 marks)
- (b) Suppose you are hired as an e-marketing director, describe any four activities that you would engage in. (4 marks)
- (c) When designing the e-commerce website, it is important to make sure the site is adhesive to visitors and customers as well. Discuss three site adhesion characteristics. (6 marks)
- (d) Describe the following modes of e-payment giving two advantages and two disadvantages for each. (8 marks)
 - i. Credit card
 - ii. Electronic cash

QUESTION FIVE

(20 MARKS)

- (a) Define the term intellectual property. Explain three issues related to intellectual property right. (6 marks)
- (b) State and explain the various taxes that can be charged on e-commerce. (6 marks)
- (c) Using diagrams, describe the models of B2B e-commerce. (8 marks)