



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN COMPUTER SCIENCE**

SCT 414 – ELECTRONIC COMMERCE

DATE: Friday 13th April 2012

TIME: 11.00a.m – 1.00p.m

INSTRUCTIONS

ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS

QUESTION ONE

- a) You are venturing into an e-commerce business selling children books that can be customized by the buyers. You feel that this is a good opportunity as there is a huge demand among parents out there who feel that their children will be further encouraged to read if the books contain characters bearing their own names. Several questions pop up in your mind as you cautiously set out a plan to begin the online business. Answering them will be vital to your success in implementing your plan:

REQUIRED

- i) How would you go about developing the e-commerce site and the necessary applications? (4 Marks)
- ii) You plan to conduct analyses on your customers at certain points in time to be able to better predict good targets for future promotional campaigns. Outline five (5) tools you would use. (6 Marks)
- iii) Briefly describe five (5) types of marketing that you would use in order attract customers to your e-commerce site. (5 Marks)

- iv) Outline five (5) things that you would need to look for in the company that will be able to host your site. (5 Marks)
- v) Briefly describe five (5) common mistakes that you would need to avoid in the design of your web site and outline the steps you would undertake to make sure they do not occur. (5 Marks)
- vi) Outline three (3) features that the online payment you would adopt for your site should and two (2) problems that you would encounter in implementing the electronic money. (5 Marks)

QUESTION TWO

Don-Travel is a traditional ticketing agency on Kimathi Street which is facing strong competition from growing numbers of web based companies selling travel tickets and package holidays. Don-Travel CEO [Chairman] decides to ask Joe Consultancy (a new media consultancy company) to draft a plan for the company to move from a traditional channel of commerce and distribution to a web based channel. As one of the consultants in Joe Consultancy, you are asked to produce a brief report clearly outlining the advantages and disadvantages of moving to e-commerce for Don-Travel. "Becky.com" is a major new financial company offering a variety of services including insurance, loans etc to both businesses and the public. The company's management team has asked the Nina Security, a well known Network Security firm, to propose a comprehensive e-Security package to the company. The security requirement of the company is as follows:

- Network security against outside intrusions
- Secure and safe e-transactions.

As a consultant with Nina Security you are tasked with the job. You need to discuss and justify your proposal on:

- Possible network security threats and how they can be overcome.
- Possible solutions for a secure e-commerce transaction that the company can adopt in terms of selling goods and services on the web

REQUIRED

- (a) Define the term “Security” (2 Marks)
- (b) Briefly describe five (5) dimensions of security that need to be addressed by Nina Security. (5 Marks)
- (c) Describe five (5) security threats likely as a result of adoption of E-commerce by Don-Travel. (5 Marks)
- (d) Outline four (4) activities that would be undertaken in order to identify any intrusion on the network of Don-Travel network infrastructure. (4 Marks)
- (e) Outline four (4) requirements of any payment system that would be adopted by Don-Travel customers. (4 Marks)

QUESTION THREE

You have written software which you intend to sell over the Internet through your web site to individual customers.

REQUIRED

- (a) Briefly describe any two (2) revenue models you would adopt in order to recoup what you had incurred in the development of the software giving reasons why you would adopt those particular models. (4 Marks)
- (b) Briefly describe five (5) competitive forces that you would have to deal with from other software developers in same business as you. (10 Marks)
- (c) Outline three (3) advantages and disadvantages likely in trying to market the software on-line. (6 Marks)

QUESTION FOUR

- a) Define the term “Privacy” and Explain briefly four (4) internet personal information gathering tools that may be a threat to privacy of an individual. (10 Marks)

- b) Define the term “intellectual property” and briefly describe four (4) components of an E-commerce web site that need to be protected by copyright as intellectual property. (10 Marks)

QUESTION FIVE

- (a) Outline four (4) advantages of digital checking payment systems. (4 Marks)
- (b) Outline four (4) functionalities provided by digital wallets. (4 Marks)
- (c) Outline four (4) limitations of online credit card payment system. (4 Marks)
- (d) Outline four (4) limitations of mobile payment systems. (4 Marks)
- (e) Outline four (4) weaknesses of cash as a payment method. (4 Marks)