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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**SECOND YEAR, FIRST/SECOND SEMESTER EXAMINATION**  
**FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**  
**KBA 2212 – ICT MARKET RESEARCH**

Date: 17<sup>TH</sup> APRIL 2023  
Time: 2:30PM – 4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Briefly explain five cybercrimes that can be committed by use of computers (5 Marks)
- b) Discuss the new ethical and legal issues arising from social media networks (5 Marks)
- c) To protect an business from third-party security risks, it's important to ensure that your vendor has a comprehensive cybersecurity plan. Highlight the components that should be addressed (5 Marks)
- d) Explain the key factors to keep in mind when choosing the contact center software for your business (5 Marks)
- e) Outline the technical and legal aspects in ICT-enabled collaboration between enterprises for the achievement of specific business goals (5 Marks)
- f) Explain the importance of law of confidence in information technology and the requisite elements for protection under the law (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss any five advantages of using electronic signatures (10 Marks)
- b) Part of an organization's initial due diligence of a potential third-party vendor is reviewing their cybersecurity plan that sets the standards of behavior and activities. Discuss third-party security risks that can leave your organization vulnerable to threats (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) In accordance with international standard on privacy and data protection, laws have broad provisions and principles specific to the collection, storage and use of personal information. Discuss any five provisions and principles (10 Marks)
- b) Briefly summarize provide a summary intellectual property rights and why they are important (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) The linkage of information across databases intensifies privacy and data protection concerns. Legal frameworks can mitigate risks by stipulating which data in an ID system is shared by both government and non-government entities. Describe the potential benefits of information sharing (10 Marks)
- b) The Consumer Protection Act, 2012 defines Internet Agreement as a consumer agreement formed by text-based internet communications. Briefly summarize the provisions of the act (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) In this increasingly connected world, domestic and multi-jurisdiction transactions conducted entirely over the internet or facilitated by technology are on the rise. This has created a parallel need for innovative mechanisms for resolving disputes arising from such transactions. Discuss any five such mechanism (10 Marks)
- b) Explain the term "Intelligent Agent" and its characteristics (10 Marks)