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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 2211 – E-BUSINESS AND E-SERVICES

Date: 19TH APRIL 2023
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Outline the options available for delivering goods once a payment has been accepted in E-commerce (4 Marks)
- b) Mary desires to start a new E-Business enterprise that will be selling computer accessories and offer computer services. Highlight six operational challenges for a startup e-business that Mary needs to address in order to start her e-business (6 Marks)
- c) Describe three major computer technologies that drive E-Commerce systems (6 Marks)
- d) What kind of services would you put up in a web portal that is frequently accessed by university students (6 Marks)
- e) Citing a website like Yahoo that engage in E-business, describe four revenue model used by the company (8 Marks)

QUESTION TWO (20 MARKS)

- a) A friend of yours is shopping online for a mobile phone. Advise him/her on pitfalls to watch out for while shopping online (10 Marks)
- b) E-commerce has surely narrowed the gap between retailers and customers. Identify any five effects of e-commerce in the world today (10 Marks)

QUESTION THREE (20 MARKS)

- a) Electronic payment system is a system which helps the customer or user to make online payment for their shopping. Briefly explain five characteristics of a good internet payment instrument used in E-Business (10 Marks)

QUESTION FOUR (20 MARKS)

- a) The government of Kenya makes most revenue from taxation. Give reasons why taxation is a challenge to the government of Kenya regarding E-business transactions (10 Marks)
- b) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention? (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Using examples, generate the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems (10 Marks)
- b) Companies are selling surplus movable properties via a Web Based Electronic Auction. Explain any five types of auctions (10 Marks)