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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
END SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
KBA 2211 – E-BUSINESS AND E-SERVICES

Date: 15TH AUGUST 2023
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term e-business model; and explain any two dimensions of e-business that can be adopted by an organization (6 Marks)
- b) Explore the various ways in which e-business systems have impacted on the businesses (6 Marks)
- c) Outline the goals of an effective e – commerce website (6 Marks)
- d) Describe the classification of e-commerce according to technology and use (6 Marks)
- e) Discuss any three types of portals used by modern business organizations (6 Marks)

QUESTION TWO (20 MARKS)

- a) E-commerce transactions have been supported by digital platform. Mention any five activities carried out during e-commerce transaction (10 Marks)
- b) Explain any five components of e-market places (10 Marks)

QUESTION THREE (20 MARKS)

- a) The traditional market scenario has been greatly changed in which the digital platform has provided for new ways of seller – buyer negotiations. Explain any five revenue generation models that businesses adopt for e-commerce (10 Marks)
- b) Discuss the approaches to the electronic payment systems and outline how they can be secured (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Management of business can adopt various business models. Using examples, describe five business models applied for the modern e-commerce platform (10 Marks)
- b) Describe any five unique features of e-commerce (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the approaches to the electronic payment systems and outline how they can be secured (10 Marks)
- b) Mobile Commerce is becoming increasingly popular among many consumers. Its development is being driven by number of factors. Discuss five such factors (10 Marks)