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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

Date: 4th August, 2022
Time: 2.30pm –4.30pm

SPECIAL EXAMINATION

KBA 2211 - E-BUSINESS AND –SERVICES

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following excerpt carefully and answer the questions that follow

Organizational intranets and the corporate extranets are increasingly taking advantage of the technologies and services more associated with the Internet to enhance their effectiveness. Web browsers are being used as the standard means to navigate or explore between the different sites on the intranet. These sites may be containing corporate, departmental, individual, as well as certain cross-organizational information data and applications. Businesses have achieved improved customer services and appreciable communication speeds by opening up selected internal information to external entities such as suppliers, customers among others. The traditional market scenario has been greatly changed in which the digital platform has provided for new ways of seller – buyer negotiations and use of the electronic payment modes. The e-commerce platform has enabled global trade not only in terms of effective and efficient information transfer but also in overcoming the barrier of geographical location and vast distances of separation

- a) Describe the impact of E – business on the various business organization **(10 marks)**
- b) State and explain five reasons as to why a business should use web site in most of its activities **(10 marks)**
- c) Describe the major challenges any business firm is likely to face when using e-business platform for transactions **(10 marks)**

QUESTION TWO (20 MARKS)

- a) With examples Distinguish the terms Intranet and Extranet as used in E - business **(8 marks)**
- b) Any organization can opt to adopt one of the business models when transacting over the Internet. Discuss such business models **(12marks)**

QUESTION THREE (20 MARKS)

- a) State and explain The unique features of E – Commerce (10marks)
- b) Describe the various security concerns that have to be considered by the management so as to have well-functioning e-commerce website in organizations (10 marks)

QUESTION FOUR(20 MARKS)

- a) E-tailing has resulted in the development of e-tail ware – a term used to refer to the software tools that are used for creating online catalogs and managing the business undertaking e-tailing. Discuss the Characteristics of Successful E-Tailing (10 marks)
- b) Discuss the five main types of traditional payment systems. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Although internet advertising is a small percentage of the annual advertising, it is growing rapidly. Discuss reasons why the web advertising is growing rapidly (10 marks)
- b) Several issues involved in international commerce being conducted on an electronic platform. Explain the limitations that are associated with the issue of localization