



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

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

Date: 19th April, 2022
Time: 11.30am –1.30pm

KBI 2211 - E-BUSINESS AND E-SERVICES

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

The emergency and implementation of new concepts have revolutionized business more profoundly than e-commerce. Simply put the streamlining of interactions, products, and payments from customers to companies and from companies to suppliers is causing radicalized decisions in corporate boardrooms. Managers are being forced to re examine traditional definitions of value, competition and service in the new millennium. To effectively compete in the e-commerce world, a company must structurally transform its internal foundation. The structural change requires a company to develop an innovative e-business strategy, focusing on speed to market and breakthrough execution of service. Firms seeking to compete in the e-commerce world must also develop a potent e-business infrastructure oriented toward continuous improvement and ceaseless innovation. Basically, proponents have proposed the mechanics of e-business, what it is, its corporate and economic impacts, and how e-business is radically changing the market. A core component to successful e-business practice is assessing and redesigning how the firm provides value to its customers.

- a) The structural change requires a company to develop an innovative e-business strategy. Discuss the components of an e-business strategy (7 marks)
- b) Simply put the streamlining of interactions, products, and payments from customers to companies and from companies to suppliers is causing radicalized decisions in corporate boardrooms. Discuss the strategic measures that can be applied by the managers (8 marks)
- c) Discuss the importance of using e-commerce platform to carry out business transactions as opposed to the traditional way of doing business (8 marks)
- d) State business models applied in the B2C arena. (7 marks)

QUESTION TWO (20 MARKS)

- a) State five parties involved in an online transaction. (5 marks)
- b) Management of business can adopt various business models. Describe five business models applied for the modern e-commerce platform. (5 marks)
- c) Marketers engage in a variety of marketing communication activities to transmit the feature set and based on consumers' experience, consumers develop expectations from the way the product is advertised. State and explain what Branding may represent during advertisement. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss digital wallets promised functionality in relation to e-business. (5 marks)
- b) Business processes need to be re-organized to match online transactions. Explore the various business applications that can be carried out online (5 marks)
- c) 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) Discuss in details different types of Auctions used in e business. (5 marks)
- b) Generate the merits of using e-commerce approach to an organization. (5 marks)
- c) A marketing strategy is necessary for e-commerce. Describe the marketing communication approaches to the e-commerce. (10 marks)

QUESTION FIVE (20 MARKS)

- a) State and explain key dimension that Encryption provides. (5marks)
- b) Explain features of Online Business. (5 marks)
- c) State and explain the merits of e-services to any business person and organization in general. (10 marks)