UNIVERSITY OF EMBU

DATE: JANUARY 7, 2020   TIME: 2.00 – 4.00 PM

INSTRUCTIONS :

Answer Question ONE (Compulsory) and ANY Other TWO Questions

QUESTION ONE (30 MARKS)

a) Differentiate the following terms:
   i) Bricks and clicks   (2 marks)

   ii) Churn and site traffic   (2 marks)

   iii) Web browser and webserver   (2 marks)

   iv) DDoS and phishing   (2 marks)

b) List two analytics tools that you may use to monitor traffic on your E-commerce website

                                                                               (2 marks)

c) Explain the concept of 5-C-MODEL in relation to E-commerce   (5 marks)

d) Use a diagram to demonstrate a three-tier E- Commerce System Architecture   (5 marks)

e) Explain the ultimate goal of search engine optimization in E-Commerce websites   (5 marks)

f) The Communications Authority of Kenya (CA) is established under Kenya Information and Communications Act (KICA) explain the roles of CA in regulating E-commerce in Kenya

                                                                               (5 marks)

QUESTION TWO (20 MARKS)

a) The police contact you concerning a post on your site and demand the name and address of the originator. Under what conditions must you reveal the information? (5 marks)

b) Explain main features of mobile commerce (5marks)

c) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance in this respect? (4 marks)

d) Discuss three Legal Issues that can break your E-Commerce startup (6 marks)

QUESTION THREE (20 MARKS)

a) Explain why Bounce rate statistics are important in E-commerce websites (2 marks)

b) The evolution of e-commerce since the turn of the century has dramatically impacted the daily lives of consumers and altered the standard operating structure of many businesses. Explain the forces that have driven this evolution (8 marks)

c) Njeru wholesalers have approached you to design for them an E-Commerce website. However, the owner would like to know the security issues associated with online businesses before he makes the final decision. Prepare a presentation on the E-commerce Security Risks Currently Faced by Online Retailers and how you plan to address each issue while implementing the E-commerce website (10 marks)

QUESTION FOUR (20 MARKS)

Consider setting up a competitor site to iTunes, the popular site where music tracks can be searched, purchased and legally downloaded.

a) What business models might be appropriate? (2 marks)

b) Discuss the characteristics of the model in I above (10 marks)

c) Who are the stakeholders in the above scenario? (8 marks)

QUESTION FIVE (20 MARKS)

Xyz has requested you to develop for them and e commerce application that will enable them sell their products to their customers. This application should display products to customers but the customer login details are required for any purchase to be completed. The payment options can be via Mpesa or credit card.

    i) Identify and explain functional and nonfunctional requirements for the above application   (8 marks)

   ii) Discuss key technological components that you would consider in developing the above application   (12 marks)

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