



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 400

COURSE TITLE: ELECTRONIC COMMERCE

DATE: 7 APRIL 2017

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A

QUESTION ONE (40 MARKS)

- a) E-commerce models describe how an organization structures itself to compete favourably in the market. Describe five e-commerce models. [10 marks]
- b) In the 21st century most firm are conducting their businesses electronically. Discuss the threats to ecommerce. [10 marks]
- c) Discuss the advantages of ecommerce over traditional business methods. [10 marks]
- d) Electronic payment has revolutionized business processing by reducing paper work, transaction as well as labor costs. Credit card payment has emerged as one mode of e-payment. Clearly explain credit card payment process. [10 marks]

SECTION B

QUESTION TWO (20 MARKS)

- a) Electronic commerce is affected by many environment issues just like traditional commerce. Explain five legal issues affecting ecommerce today. [10 marks]
- b) The major limitations of CRM are that it requires integration with a company's other information systems which may not be an easy task. Discuss factors that are required to implement a CRM program effectively. [10 marks]

QUESTION THREE (20 MARKS)

- a) Supply chain management (SCM) has two major phases; back end and front end phases. Discuss the major decisions at the back end phase? [8 marks]
- b) Enterprise Resource Planning (ERP) system enables decision makers to have an enterprise wide view of information they need, in a timely, reliable and consistent manner. Explore the 'Seven S Framework' on the role of IT in organizational transformation. [12 marks]

QUESTION FOUR (20 MARKS)

- a) Due to the various threats to e-commerce, various security measures can be undertaken. These measures can be both physical and online, geared towards ensuring the various dimensions of e-commerce security. Explain the various online measures that can be undertaken. [10 marks]
- b) As a student of E-commerce in Greta University, you are required to formulate a student portal to improve on the student registering process and accessibility of learning materials for the ODL students as part of your project. Highlight the components of the student portal. [10 marks]

QUESTION FIVE (20 MARKS)

- a) Enterprise Resource Planning (ERP) system enables decision makers to have an enterprise wide view of information they need, in a timely, reliable and consistent manner. Discuss five aspects of the firm that needs to be aligned in order to fully benefit from enterprise resource planning. [10 marks]
- b) E-marketing refers to marketing activities on the internet. Discuss five benefits that a firm gets from e-marketing. [10 marks]