



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN SUPPLY CHAIN
MANAGEMENT**

(CITY CAMPUS - EVENING)

MSM 806: E-COMMERCE

Date: 18th July, 2014

Time: 5.30 - 8.30 p.m.

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- All questions carry equal marks.

QUESTION ONE

- (a) Distinguish between e-commerce and e-business **(2 marks)**
- (b) Identify one country in Europe and one in Africa. Using the measures of key drivers of e-commerce, compare the degree of advancement in each of the two countries. **(6 marks)**
- (c) State factors to consider before setting up your shop online. **(5 marks)**
- (d) Describe guidelines for setting up a website that works. **(5marks)**

QUESTION TWO

"Benefits and limitations of e-commerce can be seen to affect three major stakeholders: organizations, consumers and society." Discuss. **(15 marks)**

QUESTION THREE

'Another method of classifying e-commerce is by identifying the partners directly involved in the transaction.' In light of the foregoing statement, describe the informal framework of parties initiating and fulfilling a transaction. **(15 marks)**

QUESTION FOUR

Elucidate on main barriers to e-commerce .

(15 marks)

QUESTION FIVE

Describe types of electronic payment systems that have been developed to pay for goods electronically on the internet. **(15 marks)**