

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2014/2015**

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BIT 2315 : ELECTRONIC COMMERCE**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [COMPULSORY] [ 30 MARKS]**

1. Differentiate e-commerce from e-business [4 marks]
2. Give the difference between business-to-business and business –to-consumer electronic commerce. [2 marks]
3. Name four payment models for e-commerce [4 marks]
4. Explain how web marketing creates a more personalized approach than radio or television advertising [2 marks]
5. Moderately priced products sell better online than very expensive or very inexpensive products. Explain why. [ 4 marks]
6. The number of hits on a web site is a poor guide to site visitor measurement. Explain why. [4 marks]
7. Why should a banner ad have the smallest file size possible? [2 marks]
8. Define the tem internet. [2 marks]

**QUESTION TWO [20 MARKS]**

1. Explain seven components of an e-market place. [14 marks]
2. Explain the following [6 marks]
   1. pure play
   2. click and mortar

**QUESTION THREE [20 MARKS]**

1. Explain six unique features of e-commerce [12 marks]
2. List at least eight revenue models of e-commerce [8 marks]

**QUESTION FOUR [20 MARKS]**

1. Explain five advantages of electronic commerce over traditional commerce [10 marks]
2. Describe five possible drawback of electronic commerce t consumers [10 marks]