

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2016/2017**

**YEAR 2 SEMESTER 2 EXAMINATIONS FOR THE DIPLOMA IN INFORMATION TECHNOLOGY**

**DIT 0404: E - COMMERCE**

**DATE: JULY 2017 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (40 MARKS)

a) Distinguish between digital certificate and digital signature (4 marks)

b) Define the following terms

i) EDI (2 marks)

ii) E-commerce (2 marks)

c) Discuss the entire process of making payment using credit card

(6 marks)

d) Discuss any four mistakes experienced in commercial website design

(4 marks)

e) Explain the four components of secure electronic transaction protocol

(4 marks)

f) Describe four major types of the EDI in electronic commerce (8 marks)

h) Explain any five factors one should consider before implementing E- commerce (10 marks)

QUESTION TWO (20 MARKS)

a) Briefly explain each of the following business model as used in E- commerce

i) B-2-C (2 marks)

ii) B-2-G (2 marks)

iii) B-2-B (2 marks)

b) Distinguish between trasitinal commerce and E-commerce (6 marks)

c) Describe any four possible ways of implementing E-commerce (8 marks)

QUESTION THREE (20 MARKS)

Once you get to know your customer base and design ways to customize your approach for potential buyers, you can build customer loyalty and gain acceptance. Discuss (20 marks)