

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2016/2017**

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN INFORMATION TECHNOLOGY

**DIT 0406 : E-COMMERCE**

**DATE: APRIL 2017 TIME: 1.30 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE**

1. Using relevant examples, discuss five threats to e-commerce and m-commerce [10 marks]
2. Discuss three types of e-commerce payment systems [6 marks]
3. How do you protect your privacy while online. [4 marks]
4. Give five differences between traditional commerce and e-commerce [10 marks]

**QUESTION TWO**

1. Highlight at least four ways that does paperless exchange of business information in e-commerce [4 marks]
2. What are the exceptional characteristics of e-commerce and their business importance [8 marks]
3. What is the difference between business model and business plan [3 marks]

**QUESTION THREE**

1. Peer to peer (P2P) electronic commerce services brings people /individuals together as opposed to bringing together businesses (B2B). highlight at least four examples of P2P [5 marks]
2. What is the difference between business to government (B2G) and Government to business (G2B) business models. [10 marks]

**QUESTION FOUR**

1. What is an electronic shopping cart? [3 marks]
2. What are the two attributers for a well designed shopping cart? Explain [6 marks]
3. Discuss the keys to good cart design [6 marks]

**QUESTION FIVE**

1. What are the properties of digital money? [5 marks]
2. What are the critical elements of e-business models? Explain at least five. [10 marks]