

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

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE**

**AFM 2206: E-COMMERCE**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER SECTION A AND ANY OTHER TWO IN SECTION B**

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**SECTION A (30 MARKS)**

**QUESTION ONE (30 MARKS)**

(a) Define the following: (8 marks)

i) Internet

ii) Electronic commerce

iii) Search Engine

iv) Pull technology

(b) Discuss the different types of Web pages. (8 marks)

(c) Discuss the types of e-commerce. (6 marks)

(d) Strategies are important to ensure achievement of goals and objectives of an organization. Discuss the tips/ strategies of e-commerce that an organization should consider. (8 marks)

**QUESTION TWO (20 MARKS)**

(a) Explain the benefits of Electronic Data Interchange (EDI) (10 marks)

(b) Discuss some of the threats that hackers pose to e-commerce

systems. (10 marks)

**QUESTION THREE (20 MARKS)**

(a) Website hacking can have a significant impact upon a business running an e-commerce service. Discuss the potential business implications to an organization. (10 marks)

(b) Explain the procedure for purchasing on HLM? Using virtual

PIN. (10 marks)

**QUESTION FOUR (20 MARKS)**

(a) Explain the technical issues involved in online credit card

payment. (10 marks)

(b) Discuss the different types of internet protocol. (10 marks)