



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF BACHELOR OF SCIENCE IN  
INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**CIT 420: MOBILE TECHNOLOGY APPLICATIONS AND M-  
COMMERCE**

Date: 27<sup>th</sup> July, 2017

Time: 12.00 - 3.00pm

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**INSTRUCTIONS:**

- Answer ALL Questions in sections A and any other TWO in section B.



**SECTION A**

**QUESTION ONE (30 MARKS).**

- a. Discuss any five major features that a mobile application must exhibit in order to be suitable in mobile commerce. (10 Marks).

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- b. Using examples compare and contrast mobile commerce and electronic commerce. (10 Marks).
- c. Discuss five ways that mobile technology has impacted on the way people do business. (10 Marks).

**SECTION B**

**QUESTION TWO (20 MARKS)**

- a. Discuss the challenges that face the use of the mobile phone in accessing international markets. (10 Marks).

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- b. Using examples compare and contrast the common mobile application deployment environments of smart phones in the market today. (10 Marks).

**QUESTION THREE (20 MARKS).**

- a. Discuss the benefits that have emerged with the use of cross-platform mobile instant messaging applications in small scale businesses. (10 Marks).
- b. Using examples compare and contrast USSD and Mobile Web with respect to mobile solutions. (10 Marks).

**QUESTION FOUR (20 MARKS).**

- a. Using practical examples discuss the concept of security with respect to mobile commerce. (10 Marks).
- b. With appropriate justification describe the critical building blocks of mobile commerce. (10 Marks).

**QUESTION FIVE (20 MARKS).**

- a. Citing examples describe the situation in Kenya with respect to achieving a cashless society. (10 Marks).

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- b. Using examples discuss the place of mobile technology in the context of technology convergence. (10 Marks).