



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION  
SCIENCES  
UNIVERSITY EXAMINATIONS FOR THE DEGREE  
OF BACHELOR OF SCIENCE (COMPUTER  
SCIENCE)**

**COURSE CODE: COM 2205  
COURSE TITLE: E-COMMERCE**

**DATE: 16<sup>TH</sup> APRIL 2019**

**TIME: 11.00AM TO 1.00PM**

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**INSTRUCTIONS**

Answer Question ONE and any other TWO

## **SECTION - A**

### **QUESTION ONE (COMPULSORY 30 MARKS)**

- Q 1. Explain four characteristic of e – commerce. (4 Marks)
- Q 2. State the four limitations of e–commerce. (4 Marks)
- Q.3. What is e-marketing value chain ? (4 Marks)
- Q 4. What are the advantage of online marketing ? (4 Marks)
- Q.5. Define the EDI terminology. (6 Marks)
- Q.6. Define a trade cycle in e-commerce. (4 Marks)
- Q.7. Explain Michael porter fine forces model. (4 Marks)

## **SECTION - B:**

### **QUESTION TWO (20 MARKS)**

- Q.1. Briefly explain a Client process. (4 Marks)
- Q.2. Define the client server architecture. (4 Marks)
- Q.3. State any four Benefits of the Client/Server Model. (4 Marks)
- Q.4. How the supply chain management works? Explain its components. (6 Marks)
- Q.5. Explain the term stakeholder in e-commerce. (2 Marks)

### **QUESTION THREE (20 MARKS)**

- Q.1. Explain the relationship between Technology and the Value Chain? (6 Marks)
- Q.2. Explain the strategies we should adopt to gain competitive advantage? (8 Marks)
- Q.3. State any six business strategies in e-commerce. (6 Marks)

### **QUESTION FOUR (20 MARKS)**

- Q.1. Explain all implementation steps of EDI in order. (18 Marks)
- Q.2. Define engineering steps of web e-process? (2 Marks)

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