



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: 16TH APRIL 2019
11.00AM TO 1.00PM**

TIME:

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 five 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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