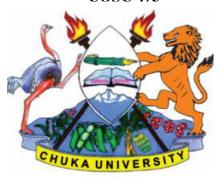
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF APPLIED COMPUTER SCIENCE

COSC 473: E- COMMERCE TECHNOLOGIES

STREAMS: BSC. COMP. SCI (Y4S2)

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/03/2021 2.30 P.M. – 4.30 P.M

INSTRUCTIONS

- Attempt question ONE (Section A) and any other TWO from SECTION B
- Marks are awarded for clear and concise answers
- ONLY the first THREE Questions attempted will be marked (Question one inclusive)

SECTION A-COMPULSORY

QUESTION ONE (30 MARKS)

a) Define the following terms.

| | i. | E commerce | (2 marks) |
|----|---|--|-----------|
| | ii. | E business | (2 marks) |
| | iii. | M-business | (2 marks) |
| b) | The portals can be differentiated on the basis of their content and intended users. Explain | | |
| | the tw | to categories of Web Portals. | (4 marks) |
| c) | Discu | ss three types of web hosting. | (6 marks) |
| d) | Expla | in critical factors responsible for success of M-commerce. | (6 marks) |
| e) | Expla | in four Security threats to e-commerce | (8 marks) |

COSC 473

SECTION B

QUESTION TWO (20 MARKS)

| a) | Using examples differentiate between push promotional strategy and | pull | | |
|--------|--|----------------|--|--|
| | promotional strategy | (6 marks) | | |
| b) | Discuss four types of revenue model For a publisher or other media site owner that are | | | |
| | possible online. | (8 marks) | | |
| c) | Discuss tools to secure channel communication in an ecommerce environment | nent. | | |
| | | (6 marks) | | |
| QUES | STION THREE (20 MARKS) | | | |
| (a) Ex | plain the concept of a digital wallet in ecommerce. | (2 marks) | | |
| (b) Ou | tline the four key points of vulnerability in an e-commerce environment. | (4 marks) | | |
| (c) Ex | plain how non-reputation applies from both the customer and the merchant i | n ecommerce | | |
| se | curity. | (6 marks) | | |
| (d) De | fine the term credit card fraud showing how it is a concern in e-commerce s | ecurity. | | |
| | | (4 marks) | | |
| (e) Ex | aplain how credit card fraud can be solved | (4 marks) | | |
| QUES | STION FOUR (20 MARKS) | | | |
| a) | Discuss the benefits of e commerce to businesses. | (10 marks) | | |
| b) | Discuss Key features of a C2C e commerce model | (10 marks) | | |
| QUES | STION FIVE (20 MARKS) | | | |
| a) | Various auction sites provide users with platforms Powered by Different ty | pes of Auction | | |
| | Software .Briefly explain five basic types of online auctions: | (10 marks) | | |
| b) | With the help of examples explain the benefits of Online/Virtual Communication | ity: | | |
| | | (10 marks) | | |
| | | | | |