COSC 473
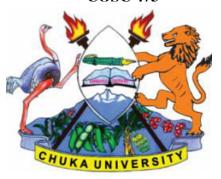
CHUKA   **UNIVERSITY**

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 two categories of Web Portals.   (4 marks)

c) Discuss three types of web hosting.   (6 marks)

d) Explain critical factors responsible for success of M-commerce.   (6 marks)

e) Explain four Security threats to e-commerce   (8 marks)

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.

(6 marks)

QUESTION THREE (20 MARKS)

(a) Explain the concept of a digital wallet in ecommerce. (2 marks)

(b) Outline the four key points of vulnerability in an e-commerce environment. (4 marks)

(c) Explain how non-reputation applies from both the customer and the merchant in ecommerce security. (6 marks)

(d) Define the term credit card fraud showing how it is a concern in e-commerce security.

(4 marks)

(e) Explain how credit card fraud can be solved (4 marks)

QUESTION 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)

QUESTION FIVE (20 MARKS)

a) Various auction sites provide users with platforms Powered by Different types 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 Community:

(10 marks)