

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF  
DEGREE OF BACHELOR OF ENTREPRENEURSHIP**

**BEEM 403: ELECTRONIC COMMERCE**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE : WEDNESDAY 22 /09/ 2021**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS TO CANDIDATES:**

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

**QUESTION ONE**

Read the below case study and answer the questions that follow:

E-commerce is playing a more important role in the business plan and the operating infrastructure. Today's businesses are faced with the challenges of whether to incorporate an e-commerce strategy into their business model, and if so, how will they do it. The retail business has been greatly affected by e-commerce. Consumers now have the choice to purchase goods online rather than physically going to the store.

The internet has allowed consumers to research products more thoroughly and partake in comparison-shopping more easily. This has resulted in a more educated and informed customer. With the ability to easily purchase goods online and a more educated consumer, retail business are directly faced with the competitive nature of online purchasing.

With the increasing number of retail businesses implementing e-commerce strategies as a business model, retail businesses today are constantly faced with competition and for identifying techniques to meet or exceed their competition. Achieving customer satisfaction also has become more important in today's competitive retail market place. To achieve this goal, businesses look for strategies to market their products in a better manner or a more unique way.

The evolution of e-commerce gives retail businesses a new way to sell to customers. Not only does it give customers another medium for purchasing goods, but also gives the customer a quicker and easier way. Retail businesses now recognize the efficiency it can offer its customers and are looking for procedures to use e-commerce to reach their target market.

- a) Explain how businesses in Kenya have been affected by E-Commerce. [10 Marks]
- b) To achieve customer satisfaction, businesses look for strategies to market their products in a better manner or a more unique way. Explain any five of these strategies.[10 Marks]
- c) Discuss the challenges facing Kenyan firms in implementing E-Commerce strategy. [10 Marks]

### **QUESTION TWO**

- a) Compare and contrast the traditional e-marketing mix and the more enhanced modern e-marketing mix. [10 Marks]
- b) Explain the advantages of integrating the modern e-business mix to a small business firm. [10 Marks]

### **QUESTION THREE**

- a) Explain the concept of Consumer to Consumer (C2C) E-Commerce, and outline its advantages. [10 Marks]
- b) Discuss the factors that you would consider in the choice of online marketing technique by a firm. [10 Marks]

### **QUESTION FOUR**

- a) The quality and quantity of information which a business delivers to customers or use this information to make decisions can determine just how competitive the business is. Explain any five features of E-Commerce Technology. [10 Marks]

- b) E-Commerce is the new, profitable way to conduct business which goes beyond the simple movement of information. Explain the benefits of E-Commerce to consumers.

[10 Marks]

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