

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 403: ELECTRONIC COMMERCE

STREAMS: Y4 S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other Three questions.

Question One

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

Technology & Business Models

Infusion of emerging technologies such as robots and artificial intelligence will propel production and businesses in major industries including manufacturing, energy and transport. Major ICT trends will make the world more connected than before changing business operations globally.

The intelligent world is arriving, and its close enough to touch, says a report predicting that information communication technologies will now drive change everywhere, giving new opportunities to companies and individuals. Technology trends will shape business development patterns based on digitization, intelligence and connection of people.

By 2025 the search for services and commodities will be “smart, smooth, and button-free”. By this time, therefore, 90% of the population will use “digital assistants” on their smartphones with appliances, cars and devices beginning to speak to people and even anticipating their needs. Companies will use the data they generate to customize products for their clients, bringing an end to language barriers, and digital inclusion through technology.

Questions

- a) Explain the contribution of information technologies in E-Commerce. [10 Marks]
- b) Discuss five challenges facing Kenyan firms in digitization of their business activities. [10 Marks]
- c) Other than technology, discuss five external environmental variables affecting the use of e-commerce in Kenya. [10 Marks]

Question Two

- a) You have currently been appointed as a trade policy specialist in the ministry of trade by your county government. Advice the county on six E-Commerce strategies it can employ to promote its products and business locally and internationally. [12 Marks]
- b) Compare and contrast the traditional e-marketing mix and the more enhanced modern e-marketing mix. [10 Marks]

Question Three

- 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 five features of an effective E-Commerce strategy. [10 Marks]
- b) Discuss the interdisciplinary nature of E-Commerce for contemporary business organization. [10 Marks]

Question Four

- a) E-Commerce has been described as a value adding activity to business enterprises. As an expert in entrepreneurship, explain to a small start-up company in the manufacturing industry six business applications to include in its e-commerce value chain. [12 Marks]
- b) Explain the concept of Consumer to Consumer (C2C) E-Commerce, and outline its advantages. [8 Marks]

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