

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE, BACHELOR OF PURCHASING AND SUPPLIES
MANAGEMENT AND TOURISM AND HOTEL MANAGEMENT

BENS 401/BBAM 375: E-COMMERCE

STREAMS: BCOM/BBAM (Y4S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS
- DO NOT WRITE ANYTHING ON THE QUESTION PAPER

- Q1. (a) Describe the various categories of e-commerce. [12 marks]
- (b) Explain the usage and application of the following platforms in business day-to-day transactions.
- (i) Online document automation [4 marks]
- (ii) Online shopping & order tracking [5 marks]
- (iii) Shopping cart software [5 marks]
- (iv) Electronic ticketing [4 marks]
2. (a) Businesses must adopt the E-commerce technology in order to survive and remain up front in dynamic competitive global market. Discuss. [12 marks]
- (b) Describe the challenges facing the online shopping function. [8 marks]
3. (a) The board of directors of Wakulima purchasing and supplies ltd, a company dealing with animals products in Kenya have made a decision to witch off completely from traditional commerce to e-commerce from 7th January 2017. Some shareholders of the company have doubted the change of “totality”. Prepare a report discussing the critical issues the management needs to consider before making such decision. [12 marks]
- (b) Describe the elements constituting an effective business infrastructures in e-commerce. [8 marks]

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4. (a) Explain the usage and benefits of intranet in a large business organization operating nationally. [8 marks]
- (b) Highlight the three advantages and three disadvantages of value-added-network (VAN) for electronic commerce transactions. [6 marks]
- (c) What is electronic data interchange (EDI). Explain how it works in between B2B activities. [6 marks]
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