

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTREPRISE MANAGEMENT**

BEEM 403: ELECTRONIC COMMERCE

STREAMS: BEEM

TIME:2 HOURS

DAY/DATE: MONDAY 23/12/2024

8.30 A.M. –10.30 A.M.

Instructions: Answer **Question ONE** and any other **TWO** questions

Question One

Business and organizations prefer instant orders and payments to ensure no goods and services to improve efficiency. Consumers are allowed to open and access their own portals where customers can log in to view products on offer at a client's shop. Companies are using data to customise products for their clients, bringing an end to language barriers, and digital inclusion through technology. . Technology trends will shape business development patterns based on digitization, intelligence and connection of people. 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.

Questions

- a) Explain the contribution of Information communication technologies in E-Commerce. (6Marks)
- b) Explain the benefits of E-Commerce to an enterprise. (10Marks)
- c) Discuss five firm related variables affecting the use of e-commerce in Kenya. (10Marks)
- d) Social Media has gained a lot of publicity in advertising and selling products locally and internationally. Explain the shortcomings of this e-commerce platform. (4 Marks)

Question Two

- a) Explain the concept of Business to Consumer (B2C) E-Commerce, and outline its advantages. (10Marks)
- b) Explain five features of an effective E-Commerce strategy. (10 Marks)

Question Three

- a) Outline and explain the various activities a firm in the service industry can implement to support its C2B strategy (10 Marks)
- b) Discuss five challenges facing SME's in digitization of their business activities in Kenya. (10Marks)

Question Four

- a) Tharaka Nithi County Government is in the process of automating all its services in an effort to improve service delivery. Advise the county on six E-Commerce strategies it can institute to promote its products and services. (12Marks)
 - b) Discuss the characteristics of the more enhanced modern e-marketing mix for a small business enterprise in Kenya. (8Marks)
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