

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
APPLIED COMPUTER SCIENCE**

**ACSC 273: E-BUSINESS**

**STREAMS: MSc. COMP. SC.**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 14/04/2025**

**2.30 P.M. – 5.30 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)**

- Define the term E-business (2 marks)
- Explain three key strategies that businesses can adopt to effectively operate and thrive in an electronic environment. (6 marks)
- Explain three key elements of a security policy. (6 marks)
- Explain three security threats facing e-business information systems and propose possible strategies to counter the threats identified (6 Marks)
- State the four key steps involved in conducting a competitive analysis. (4 Marks)
- Explain the key elements of competitive analysis showing how each element contributes to a business's ability to develop a strategic competitive advantage. (6 Marks)

**SECTION B**

**QUESTION TWO (20 MARKS)**

- a) Explain how mobile business applications can enhance business operations and customer engagement. (6 marks)
- b) Explain the key challenges businesses face in the electronic business environment and how they can effectively address them. (6 marks)
- c) Discuss the major differences between E-Commerce and E-Business indicating how they are being implemented in public and private sectors in Kenya. (8 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain three elements of a business plan. (6 marks)
- b) Protecting sensitive, confidential and private information is imperative in the success of online business. explain three approaches that a e-Business company may employ to achieve privacy and trust from their online customers (6 Marks)
- c) Explain how an effective e-Business strategy can enhance business growth and competitiveness in the digital marketplace. (8 marks)

**QUESTION FOUR (20 MARKS)**

- a) Customer relationship management (CRM) systems have been integrated with E-commerce systems. Explain three benefits of having CRM in E-commerce. (6 marks)
- b) Explain the following security concepts Confidentiality, Integrity, and Availability in relation to E-business. (6 Marks)
- c) Crypto currency has emerged as a new payment system for E-commerce platforms, describe five challenges associated with the use of crypto currency as a payment system. (8 marks)

**QUESTION FIVE (20 MARKS)**

- a) Intrusion detection systems are a major ways of securing E-commerce application. Discuss three types of intrusion detection systems used in E-commerce systems. (6 marks)

- b) Outline four benefits of E-commerce compared to traditional business models. (4 marks)
  - c) Discuss the key components of e-Business planning explaining how each component contributes to the success of an online business. (10 marks)
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