THE COPPERBELT UNIVERSITY

SCHOOL OF MATHEMATICS AND NATURAL SCIENCES

Computer Science Department

JUNE, 2014 - SESSIONAL EXAMINATIONS

BIT550   e-COMMERCE

TIME ALLOWED: THREE HOURS

INSTRUCTIONS:

        i)   **Maximum marks available – 100**

        ii)   **There are FIVE (5) questions in this paper**

        iii)   **Answer ALL the FIVE (5) questions**

        iv)   **All questions carry equal marks(20 marks)**

Q UESTION ONE

    a)   Briefly discuss the following E-Commerce applications. **[8 marks]**

            i)   Supply Chain Management   ii)   procurement and Purchasing

            iii)   Marketing and advertisement   iv)   Auctions

    b)   Briefly discuss the following E-commerce applications used in the formative years of E-commerce. **[4 marks]**

            i)   Electronic funds transfers (EFTs)   ii) Electronic data interchange (EDI)

    c)   Briefly discuss the following forces behind E-commerce. **[8 marks]**

            i)   New Types of Intermediaries ii)   Political   iii)   Social

            iv)   Economic

QUESTION TWO

    a) Briefly discuss the following benefits of Mobile Commerce. **[8 marks]**

        i)   Your Internet offerings are easier and more convenient to access.

        ii)   You get considerable flexibility while conducting business.

        iii) Transaction and personnel costs are reduced due to widespread automation of back-office operations.

        iv) Field staff is more effective as they have flexible access to back-office data

    b) Discuss the following issues related to the development of E-commerce applications. **[8 marks]**

        i)   Security ii) Flexibility   iii)   Interfaces   iv)   Time-to-market

QUESTION THREE

    a) Give a comprehensive definition of a business model. **[4 marks]**

    b) State eight (8) contents of a business plan**. [4 marks]**

    c) State the key questions for the following components of a business model.

    [6 marks]

        i)   Competitive advantage   ii)   Organisational development

        iii) Management team   iv)   Market opportunity

    d) Briefly discuss the following B2C business models. **[6 marks]**

        i)   E-tailor/Storefront model   ii)   Portal model iii)   Transaction Broker

        v)   Service Provider

QUESTION FOUR

    a) Illegal acts break the law while unethical acts may not be illegal. Briefly discuss the meaning of this statement using appropriate examples. **[4 marks]**

    b) Ethics is important in e-Business if an organization wants the people to trust it and do business with it. Argue for or against this statement. **[4 marks]**

    c) Briefly discuss four (4) principals of privacy protection**. [6 marks]**

    d) State and discuss the four elements that can be used to define the relationship between geographic boundaries and legal boundaries. **[6 marks]**

QUESTION FIVE

    a) Define Security policy in E-commerce and hence or otherwise state and describe four (4) specific elements a security policy addresses. **[6 marks]**

    b) State and briefly discuss the three main categories of client/server architecture.
        [6 marks]

    c) Compare and contrast between a Visa debit card and a Visa Credit card. **[4 marks]**

    d) State and briefly discuss two types of Host Based firewalls. **[4 marks]**

…………………………………….**THE END**……………………………………………….