



# UNIVERSITY EXAMINATIONS

**SECOND SEMESTER 2023/2024 ACADEMIC YEAR**

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF  
BACHELOR OF SCIENCE IN (ICT)**

**BICT 424: E-COMMERCE**

***STREAM: R***

***TIME: 2 HRS***

***DAY: WEDNESDAY [11.30A.M – 1.30P.M]    DATE: 17/04/2024***

**THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain meaning of the term Electronic Commerce (E-Commerce). **(2 Marks)**
- b) Discuss the following terms as used in Internet and Web Designing of E-commerce site: (i) HTML; (ii) Style Sheet; (iii) Image Mapping; (iv) Web Client; (iv) <form> tag. **(5 Marks)**
- c) Define M-commerce. Explain critical factors responsible for success of M-commerce. **(5 Marks)**
- d) Some of the elements which constitute an E-Commerce application are:- Automated Teller Machine (ATM);Electronic Data Interchange (EDI) and the Internet. Illustrate the contributions of each of the above technologies in E-Commerce applications. **(6 Marks)**
- e) The electronic business (e-business) field is growing and changing rapidly resulting in the need to address certain infrastructural issues to support it. Suggest the possible contribution of the following systems in e-business applications:
- (i) Smart Cards. **(2 Marks)**
  - (ii) Electronic Data Interchange (EDI) systems **(4 Marks)**
  - (iii) World Wide Web (WWW). **(4 Marks)**
  - (iv) Automatic Teller Machines (ATMs). **(2 Marks)**

**QUESTION TWO (20 MARKS)**

- a) What are the opportunities provided by www to Business? State the limitations of Website Marketing. **(6 Marks)**
- b) Describe in a paragraph the differences between basic electronic commerce software and midrange electronic commerce software. Discuss at least four differences and give examples of each type of software. **(8 Marks)**
- c) List two disadvantages of hosting your commerce site on a host that is free. What is missing from their services that would make your job as an online entrepreneur more difficult? **(6 Marks)**



**QUESTION THREE (20 MARKS)**

- a) Explain how trademark under intellectual property rights applies as well as met tagging in e-commerce. **(6 Marks)**
- b) Using a hypothetical case study, draw a site map, with at least six entries, for the case study. Explain how a site map helps in the planning stage of web development. **(8 Marks)**
- c) Discuss the benefits and challenges of electronic payment systems. **(6 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) Explain the concept of a digital wallet in ecommerce. **(2 Marks)**
- b) Outline the three key points of vulnerability in an e-commerce environment. **(3 Marks)**
- c) Explain how non-reputation applies from both the customer and the merchant in e-commerce security. **(6 Marks)**
- d) Describe what is meant by credit card fraud and how it is a concern in e-commerce security and how can it be solved? **(9 Marks)**

