



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NCIS204: ELECTRONIC BUSINESS

END OF SEMESTER EXAMINATIONS

NOVEMBER 2022

LECTURER: NERA, G

DURATION: (3HRS)

INSTRUCTIONS

1. **Answer all Questions in Section A** and any **TWO** questions in **Section B**.
 2. Use only the Examination Answer Book provided. Obtain a Continuation Answer Book if necessary.
 3. Write legibly and concisely
 4. You are expected to give a critical analysis of each question.
 5. Provide the following information on the cover page of the Examination Answer Book.
 - 5.1 Write your University I.D. number clearly in the space provided. Do not write your name on the Answer Book.
 - 5.2 Write the Course Code & Course Title indicated above in the space provided.
 - 5.3 For Faculty write 'CBPLG'
 - 6.4 For Academic Year write 2022/2023
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Section A: Answer All Questions

Question One

"Online advertising has added a dimension to advertising by introducing **interactivity**,

low cost, personalization, long availability, and **instant response possibilities**."

Explain what each of the features mentioned above entails. [25]

Question Two

Discuss the characteristics which distinguish an e-business from a traditional business. [25]

Section B: Choose two questions

Question Three

Discuss possible cyber security threats and how they can be overcome in an e-business of your choice. [25]

Question Four

Discuss the importance of effective supply chain management in achieving organizational objectives [25]

Question Six

Discuss five e-business revenue models. Support your response with practical examples. [25]

All the Best!!