



"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

NCIS 204: ELECTRONIC BUSINESS

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2022

LECTURER: Mr. Timothy Makambwa

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in **Section A** and any Three questions from Section B and each question has **20** marks. Total possible mark is **100**.

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

Section A - (Compulsory 40 Marks)

- A1.** State and explain TWO components of an effective business model. (5 marks)
- A2.** Name and describe TWO services available through the web. (5 marks)
- A3.** Describe TWO potential benefits of B2B e-commerce. (5 marks)
- A4.** Describe TWO e-commerce payment systems currently available to consumer online shoppers. (5 marks)
- A5.** Differentiate between traditional Commerce and electronic Commerce. (4 Marks)
- A6.** What are the advantages and disadvantages of a Smart Card? (8 Marks)
- A7.** What are the risks involved in Electronic Payment Systems? (8 Marks)

SECTION B

Answer any three questions

B1.

According to Porter, the origin of profitability is identical regardless of industry. In that light, the industry structure is what ultimately drives competition and profitability—not whether an industry produces a product or service, is emerging or mature, high-tech or low-tech, regulated or unregulated. "If the forces are intense, as they are in such industries as airlines, textiles, and hotels, almost no company earns attractive returns on investment," Porter wrote. "If the forces are benign, as they are in industries such as software, soft drinks, and toiletries, many companies are profitable."

a) Identify and explain Porter's Five Model. (10 Marks)

b) Identify and explain Porter's 3 generic strategies to gain competitive advantage (10 Marks)

B2

a. What are the four types of consumer-oriented applications of E-commerce? Discuss them briefly. (10 marks)

b. Define e-commerce? What are the benefits of using e-commerce? (10 marks)

B3.

a. Explain the application of E-Commerce in the following fields

i) Home banking

ii) Home Entertainment

iii) Home shopping

(3x3 Marks)

b) What is an electronic payment system? What are its types and advantages? (11 Marks)

B4.

a) Briefly explain what is SET (Secure Electronic Payment). (3 marks)

b) How has SET attempted to solve the security issues in credit card industry? (5 marks)

c) Explain in detail how SET transaction works. (12 marks)

B5.

a) State the factors you must consider when building an e-commerce website. (6 marks)

b) Discuss FOUR core capabilities that a web server program should have. (14 marks)

B6.

What are the eight key elements of a business model? Explain (20 Marks)

END OF PAPER
