



COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

ELECTRONIC BUSINESS: CIS 204

END OF SECOND SEMESTER EXAMINATIONS: November 2018

LECTURER: Mr Kwendesa

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in **Section A** and any **Three** questions from **Section B** and each question has **25** 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

QUESTION ONE

- a. Describe five E-Commerce business models. [5]
- b. Describe five things that need to be taken into consideration when internationalizing a product or service. [10]
- c. Define e-commerce? What are the benefits of using e-commerce? [10]

SECTION B

QUESTION TWO

- a. Discuss possible business models for a social networking site. [5]
- b. Explain what is meant by “network externality” for such a site. [10]
- c. A music publisher complains to you as owner of a social networking site that a user has posted copyright material to your site and threatens to take an action against you as effective publisher unless you reveal the name and address of the user. What is your defense, if any? [10]

QUESTION THREE

- a. What is an electronic payment system? What are its types and advantages? [5]
- b. When designing an interactive web site, describe five desirable stylistic points. [10]
- c. Discuss the advantages and disadvantages of showing stock levels on a commercial site. [10]

QUESTION FOUR

- a. Discuss how you would use social media to attract traffic to your website. [5]
- b. Discuss the difficulties in measuring the use of your website and related social media campaign. [10]
- c. Discuss whether the use of third party analytics creates opportunities to leak personal information. [5]
- d. Discuss why it is sometimes good to give things away. [5]

QUESTIONS SIX

- a. What is a block chain in the context of electronic money? **[5]**
- b. Explain the use of a block chain in Bitcoin. Why is it required? **[10]**
- c. Discuss whether Bitcoin is anonymous whether Bitcoin is a currency. **[10]**

END OF PAPER