AFRICA UNIVERSITY
A United Methodist-Related Institution

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NCIS204: ELECTRONIC BUSINESS

END OF SEMESTER EXAMINATIONS

NOVEMBER 2019

LECTURER: NERA, G

DURATION: (3HRS)

INSTRUCTIONS

1. **Answer all Question 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 <u>cover page</u> of the Examination Answer Book.
   5.1 Write your <u>University I.D. number</u> clearly in the space provided. <u>Do not write your name on the Answer Book.</u>
   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 2019/2020

Section A: Answer All Questions

Question One

a.   Describe the three components of a search engine. **[5]**

b.   Discuss the concept of Search Engine Optimization (SEO) in relation to e-business marketing **[10]**

c.   Is it beneficial for a business to pay for preferential listing? Explain. **[10]**

Question Two

"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]**

Section B: Choose two questions

Question Three

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

Question Four

a. Distinguish a credit card from a debit card as electronic payment methods, justifying the use of either choice. **[10]**

b. What are the risks involved in electronic payment systems? **[15]**

Question Five

B2B Software Systems include the Enterprise Resource Planning. Describe any five ERP functionalities/ modules:

a. Financial Accounting   **[5]**
b. Management Accounting   **[5]**
c. Human Resources   **[5]**
d. Production and Manufacturing **[5]**
e. Supply Chain Management   **[5]**
f. Customer Relationship Management **[5]**

Question Six

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

All the Best!!!