



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

SPECIAL/SUPPLEMENTARY EXAMINATION

Telephone: 891601-6

MAY- AUGUST 2021

Ext 1022/23/25

SCHOOL OF BUSINESS

DEPARTMENT OF ACCOUNTING AND FINANCE

REGULAR/ODEL PROGRAMME

CIS 421: INTRODUCTION TO E-BUSINESS

Date: AUGUST 2021	Duration: 2 Hours
INSTRUCTIONS: Answer Question ONE and any other TWO Questions	

Question 1:

Read the case below and answer the following questions:

WEEMA party is a newly established political party in Kenya strategized to win elections in 2022. The party has build a dynamic website that will facilitate all the services of the website online.

Kenyan citizens including those in diaspora can access the website for information on the party manifesto, regulations of the party, campaign strategies etc. The website enables online recruitment of new members. A Kenyan citizen who has attained the age of eighteen can sign in by filling an electronic form with fundamental personal details at the site. The system will then generate user name and password to be used for authentication whenever the member accesses the website. The member upon logging in can choose on four membership options: Gold, silver and bronze with annual membership fee of Ksh2m, ksh1m and ksh0.5m respectively. Life membership is encouraged with an additional ksh1m above the annual fee. All payments are payable online at the website with credit/debit cards at the subscriptions and payments page.

The party has very active content management strategy with powerful use of web 2.0. Members can suggest across the country and even in diaspora information they feel should be included on the website to popularize the party. The Webmaster can choose from variety of content recommended and captured from campaign rallies and post homepage.

There is a lot of information classified in webpages to attract new members and sustain current members. Information on changes on manifesto content, development agenda of the party, policies, ethics, short and long term plans, processes and procedures of nominations.

The website also provides online interactive tools with the officials of the party including nominated candidates. This includes chat, voice over Internet protocol e.g. skype and personal emails contacts.

- a) What is the type of e-commerce is adopted by the WEEMA political party
(2marks)
- b) Explain the e-commerce business model WEEMA political party is operating online
(4 marks)
- c) What is/are the revenue model(s) used by the e-commerce business model
(6marks)
- d) Explain the value propositions in the above case
(6 marks)
- e) What are the suitable payment methods/systems for the above online entity
(6 marks)
- f) Explain the possible challenges that the above online approach of managing a political party may pose.
(6 marks)

Question 2

Internet medium is increasingly used as a platform for business and is currently getting popular among entrepreneurs and consumers worldwide.

- a) Explain an e-commerce business model **(4 marks)**
- b) Using an example of an e-commerce business model, Explain the significant ingredients of the e-commerce business model **(16 marks)**

Question 3

A successful e-commerce business model requires a functional dynamic website that is always present in the web with up to date content management.

- a) Explain a suitable methodology and the stages involved in development of a suitable website for an organization **(12 marks)**
- b) What are the advantages and disadvantages of outsourcing the development of the website with a third party company viz a vie developing in-house. **(8 marks)**

Question 4

The world population is increasing using electronic payment systems/methods instead of the traditional notes and coins.

- a) Compare and contrast the options of making payments using credit/debit cards using electronic funds transfer point of sale systems viz a vie the traditional payments systems using notes and coins. **(10 marks)**
- b) What are the limitations that hinder people today from readily adopting electronic means of transactions and payments over the Internet **(10 marks)**