



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

JANUARY - APRIL 2015 TRIMESTER

FACULTY OF COMMERCE

WRITTEN COMPREHENSIVE EXAMINATION

E-COMMERCE

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Date: 21st February 2015

Duration: 3 Hours

Instructions: Answer ANY FOUR Questions

- Q1. Mobile Commerce is increasingly used in society:
- Explain how it has enhanced business performance (use an example in an industry).
 - What are the challenges of using the medium of technology in business.
- Q2. Explain the social political issues that affect e-commerce in today's business environment.
- Q3. E-commerce has impacted on third world economies and is increasingly shaping the way business is conducted. Identify the different ways market dynamics is influenced to change by adopting e-commerce.
- Q4. There is an increasing trend for entrepreneurs to start businesses operating online over the internet. What are the ingredients/elements of the e-commerce business plan the entrepreneur has to prepare to ensure success in the e-commerce enterprise?
- Q5. E-commerce remains a desirable technology for business in Kenya as in the whole world.
- Explain the challenges that hinder the speed of adoption of e-commerce in Kenya.
 - What are the technology requirements needed to effectively connect to the internet.

- Q6. E-commerce security remains a challenge for all businesses and individuals transacting online.
- a) What are the dimensions for e-commerce security?
 - b) Identify the threats and the respective countermeasures for a business operating over the web.

END