



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF ACCOUNTING AND FINANCE

EVENING PROGRAMME

CIS 421: E-BUSINESS

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Explain the meaning following terms.
- i E-business
 - ii E-Commerce
 - iii Internet
 - iv World wide Web
- (8 marks)**
- b) In E-business strategies there are various methods that can be used to identify ICTs. With clear examples briefly discuss four ways on how you can identify organization ICTs. **(8 Marks)**
- c) State and Explain any four features of the internet web **(8 Marks)**
- d) What is network externalities? **(2 Marks)**
- e) Clearly explain the difference between ethical issues and legal issues in relation to e-business. **(4 marks)**
- Q2. a) Explain how an ICT policy is a necessary to an organization considering to use e-business technologies. **(10 Marks)**

- b) Discuss four ways into which ICT/IT or IS is important to the business? **(8 Marks)**
- c) Discuss any one technology used in e- business? **(2 Marks)**
- Q3. a) State and explain four benefits to the firm for conducting business via the internet. **(8marks)**
- b) Discuss two possible threats for doing business online and explain their technological solutions. **(4 Marks)**
- c) What is a Portal in World Wide Web? **(4 Marks)**
- d) State and briefly explain four major functions of portals? **(4 Marks)**
- Q4. An organization dealing with electronics merchandise and who have been in existence in last two decades hired a new CEO, Mr. Job. Mr. Job insisted that the organization can no longer continue using the traditional business models if they were to position themselves in the twenty first century as market giants. This meant that part of the business reengineering was to model an e-business model. He quickly identified three key departments that needed to work together to realize this objective as a start. These were HR department, the Information Technology department and the Business process department.
- a) Briefly discuss the HR contribution to this objective? **(5 Marks)**
- b) If you were the business process engineer what value would you have added to this initiative? **(5 Marks)**
- c) What would be the role of Information Technology into this business model formulation? **(10 Marks)**

END