



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

MBA EVENING AND CITY CAMPUS PROGRAMME

CEN 613: E-COMMERCE AND ENTREPRENEURSHIP

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

Q1. Read the case and answer the following questions:

- a) What is the e-commerce business model adopted by google.com. **(4 marks)**
- b) Explain the business model(s) used and its/their suitability for the online business. **(4 marks)**
- c) What are the challenges the online business is currently facing as per the case and what solutions are recommended/you can recommend. **(6 marks)**
- d) Explain the value propositions used by the online firm and state how they contribute in customer retention. **(8 marks)**
- e) What management and technology factors play a role in Google's problems/challenges. **(8 marks)**

Q2. Internet technology network infrastructure is continuing to expand in African region. In Kenya every county is considering it as a significant infrastructure that can spark economic development.

- a) Briefly explain how internet technology is an agent/medium of economic development for developing economies **(10 marks)**

- b) Explain the factors entrepreneurs intending/already operating over the internet would consider in choosing a suitable internet service provider for their online firms. **(10marks)**
- Q3. An entrepreneur operating a business online is alleged to be in a better medium to run a successful business model than operating in a traditional 'brick and mortar ' building / physical location.
Discuss the justification of the above statement to convince entrepreneurs utilize the Internet medium. **(20 marks)**
- Q4. The operation of online business over the web has brought in new marketing technologies and electronic advertising.
- a) Explain any four electronic advertising (marketing communications) that are used over the Internet. **(8 marks)**
- b) State and explain the Internet marketing technologies used today in the web. **(12 marks)**
- Q5. Discuss the contribution of e-commerce technology on entrepreneurial innovation and growth. **(10 marks)**

END