



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – JULY 2018 TRIMESTER

FACULTY OF COMMERCE

MBA ODEL PROGRAMME

CEN 613: ENTREPRENEURSHIP AND E-COMMERCE

Date: JULY 2018

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

PASSING THE BUSINESS ON THE INFORMATION SUPERHIGHWAY

John, the owner and chef of Restaurant Serenade an upscale restaurant in Cape town, South Africa, sensed that the company's website could do more to generate sales. Initially, the site was nothing more than an online brochure, and John later added a "make reservations" option. John decided to try creating four five-minute cooking videos to add to the site, a project that cost just \$1,500 and less than three hours of his time. After posting the videos on the restaurant Serenade Website, John saw the number of visitors climb to more than 3000 per month, and online dinner reservations have gone from just two per month to more than 150!

Read the case above and answer the following questions.

- Q1. a) Explain giving examples the meaning of the term E-business. **(4marks)**
- b) Do you agree with John's decision to post cooking videos online? why? **(4marks)**
- c) From the above case study discuss, giving examples the E-commerce promotion **(4marks)**
- d) What are the benefits of online shopping to consumer **(8marks)**
- Q2. a) Discuss the following categories of business models in E-commerce
i)E- auctions **(3marks)**

- ii) Brokerage (3marks)
 - iii) Advertising (3marks)
 - iv) Virtual community (3marks)
 - v) Merchants (3marks)
- Q3. b) Explain what is meant by E-commerce market place (5marks)
- a) What is the framework to market-opportunity analysis? (5marks)
- b) Why is innovation important for entrepreneurial growth (5marks)
- c) Explain the key segmentation approaches (6marks)
- d) Discuss, giving examples the E-commerce value chain (5marks)
- Q4. Discuss the various means of advertising on the Web. (20marks)

END