



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – AUGUST 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF ACCOUNTING AND FINANCE

REGULAR PROGRAMME

CEN 613: E-COMMERCE AND ENTREPRENEURSHIP

Date: JULY 2019

Duration: 3 Hours

INSTRUCTIONS: Answer All FIVE Questions

- Q1. 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. An e-commerce business model establishment requires an investment of a network infrastructure with functional web applications to operate the business.
- a) Explain the benefits of networking in a functional intranet of an online business. **(10 marks)**
- a) What are the factors for choosing an appropriate Internet service provider (ISP) for an enterprise? **(10 marks)**

- 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. Building a successful interactive website for a business requires management participation so that the requirements are captured in line with the organization objective.
- a) Explain the challenges most entrepreneurs experience that may lead to poor development of websites in Kenya. **(8 marks)**
 - a) Compare and contrast the options of developing a website within an organization with internal web designers/employees viz a vie outsourcing the development to a third party firm. **(12 marks)**
- Q5. Discuss the contribution of e-commerce technology on entrepreneurial innovation and growth in developing economies. **(10 marks)**

END