THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF ACCOUNTING AND FINANCE

REGULAR PROGRAMME

CIS 421: INTRODUCTION TO E-BUSINESS

Date: DECEMBER 2019	Duration: 2 Hours
INSTRUCTIONS: Answer Question ONE and any other TWO Questions	

Read the case below and answer the following questions:
Ushindi 159 is a newly established political party in Kenya strategized to win elections in 2022. The party has build a dynamic website that will facilitate all the political party services online, besides it has staged presence in all social media platforms to increase its popularity and communicate its manifesto.

Kenyan citizens including those in diaspora can access the website for information on the party manifesto, regulations of the party, campaign strategies etc. The website enables online recruitment of new members. Through its social media platforms, members can access a link that can enable a member to access the party services at the main webpage. A Kenyan citizen who has attained the age of eighteen can sign in by filling an electronic form with fundamental personal details at the site. The system will then generate user name and password to be used for authentication whenever the member accesses the website. The member upon logging in can choose on four membership options: Gold, silver and bronze with annual membership fee of Ksh2m, ksh1m and ksh0.5m respectively. Life membership is encouraged with an additional ksh1m above the annual fee. All payments are payable online at the website with credit/debit cards at the subscriptions and payments page.
The party has very active content management strategy with powerful use of web 2.0. Members can make suggestions at the site wherever they are including those in diaspora on information they feel should be included on the website to popularize the party. The Webmaster can choose from variety of content recommended and captured from campaign rallies and post at the homepage.

There is a lot of information classified in webpages to attract new members and sustain current members. Information on changes on manifesto content, development agenda of the party, policies, and ethics, short and long-term plans, processes and procedures of nominations.

The website also provides online interactive tools with the officials of the party including nominated candidates. This includes chat, voice over Internet protocol e.g. skype and personal emails contacts.

a) What is the type of e-commerce adopted by the Ushindi 159 political party

(**2marks)**

b) Explain the e-commerce business model Ushindi 159 political party is operating online (**4 marks**)

c) What is/are the revenue model(s) used by the e-commerce business model

(**6marks**)

d) Explain the value propositions in the above case (**6 marks**)

e) Content management is a challenge in maintenance of relevance in most sites, explain any suitable strategies management of organizations can use to ensure efficient content management. (**6 marks**)

f) Explain the possible challenges that the above online approach of managing a political party may pose. (**6 marks**)

Q2. Internet technology infrastructure is expanding rapidly with increased value realization among Kenyans.

a) Explain any three social and three economic dynamics that arose upon wider use of Internet technology in Kenya.

(**10 marks**)

b) Despite the Internet contributions improved livelihoods and business, many individuals and organizations have not embraced it. What are the limitations that hinder adoption of e-commerce technology in East Africa? (**10 marks**)

Q3. Website development requires management involvement and choice of suitable methodology to ensure a suitable site to the organization is developed and management of content and costs is achieved:

a) Compare and contrast the options of developing and hosting website within an organization network viz a vie outsourcing the development and hosting with a third party company. (**14 marks**)

b) What are the suitable tools used to develop a dynamic website for an organization. (**6 marks**)

Q4. a) State the business to customer (B2C) e-commerce **business model** described below AND indicate against each one of them the suitable **revenue (financial) model and one example** in the web.

    i. Attracts Internet users who have common interest, hobbies, or people that belong to the same social group. (**3 marks**)

    ii. An online business that post/keep valuable content on the website. Interested users can only access by paying fees payable on stated period for access to some or all of its content offerings. (**3 marks)**

    iii. An online business over the web that offers its content mainly for free. Their aim is to attract as many Internet users as possible. It's seeks to be a popular website among Internet users. (**3 marks**)

    iv. Online customers can choose products or the packaged information at labeled prices, then order, pay online before/after delivery.

    (**3marks**)

    v. Online business operating over the Internet that enables transactions for individuals or businesses as an electronic market place. (**3 marks**)

b) Explain three ethical issues that are necessary to be observed in an e-commerce transaction environment. (**5 marks)**

END