



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

MBA PROGRAMME

CEN 613: E-COMMERCE AND ENTREPRENEURSHIP

Date: DECEMBER 2019

Duration: 3 Hours

INSTRUCTIONS: Answer ALL FIVE 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 expanding in East Africa region is continuing to expand. 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 an 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