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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**SECOND YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE BACHELOR OF BUSINESS & INFORMATION TECHNOLOGY**  
**KBA 2211 – E-BUSINESS AND E-SERVICES**

Date: 18<sup>TH</sup> April 2024  
Time: 8:30AM – 10:30AM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

The emergency and implementation of new concepts have revolutionized business more profoundly than e-commerce. Simply put the streamlining of interactions, products, and payments from customers to companies and from companies to suppliers is causing radicalized decisions in corporate boardrooms. Managers are being forced to reexamine traditional definitions of value, competition and service in the new millennium. To effectively compete in the e-commerce world, a company must structurally transform its internal foundation. The structural change requires a company to develop an innovative e-business strategy, focusing on speed to market and breakthrough execution of service. Firms seeking to compete in the e-commerce world must also develop a potent e-business infrastructure oriented toward continuous improvement and ceaseless innovation. Basically, proponents have proposed the mechanics of e-business, what it is, its corporate and economic impacts, and how e-business is radically changing the market. A core component to successful e-business practice is assessing and redesigning how the firm provides value to its customers.

- Describe the needs and methods to protect both buyers and sellers. (6 Marks)
- Using the above study Discuss the players and processes involved in using credit cards online (6 Marks)
- With the help of the above case study Describe various online advertising strategies and types of promotions. (6 Marks)
- Describe the features and functionality of the major types of digital payment systems in the B2B arena. (6 Marks)
- Describe types of fraud on the Internet and how to protect against them. (6 Marks)

**QUESTION TWO (20 MARKS)**

- Discuss the forces fueling e commerce (4 Marks)
- Management of business can adopt various business models. Describe five business models applied for the modern e-commerce platform (8 Marks)
- Suppose you are a manager being asked to develop e-business and e-commerce applications to gain a competitive advantage in an important market for your company. What reservations might you have about doing so? Why? (8 Marks)

**QUESTION THREE (20 MARKS)**

- Describe the major B2C business models (4 Marks)
- Business processes need to be re-organized to match online transactions. Explore the various business applications that can be carried out online (8 Marks)

- c) Explain the benefits and barriers to a business considering its online presence. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss Technology & Infrastructure for E Business (4 Marks)  
b) Explain Features That Complete IT Infrastructure Must Have (8 Marks)  
c) In detailed discuss SET (Secure Electronic Transaction) Protocol and how it works. (8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain E-commerce opportunities for Industries that are already established in Kenya (4 Marks)  
b) Describe mobile marketing concepts and techniques. (8 Marks)  
c) Identify and assess major technologies and methods for securing E-Business access and communications. (8 Marks)