

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

FINAL ASSESSMENT

Master of Science Development Economics (MSDEII)

eBusiness

DATE: July 2024

TIME: 3 hours

Instructions:

1. Carefully read through ALL the questions before attempting
 2. **ANSWER ANY FOUR (4) Questions. All Questions carry equal marks**
 3. No **names** should be written anywhere on the examination book.
 4. Ensure that your **Reg Number** is indicated
 5. Ensure your work is **clear** and **readable**. Untidy work shall be penalized
 6. Any type of examination Malpractice will lead to automatic disqualification
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QUESTION 1 (25MARKS)

Explain the benefits of e-banking to;

- a) Bank customers? **(9marks)**
- b) Bank staff? **(8marks)**
- c) Bank Shareholders? **(8marks)**

QUESTION2 (25MARKS)

- a) Define the phrase 'e-Market place' as applied in the modern world of business? **(10marks)**
- b) Explain the benefits of e-marketing over the traditional or conventional marketing? **(15marks)**

QUESTION3 (25MARKS)

- a) Mention any 5 government departments or agencies in your country that have fully embraced e-business operations and state for what purpose they use the e-business technology platforms? **(15marks)**
- b) What common challenges do these government entities (mentioned in 3a above) often face in adaptation of e-business operations? **(10marks)**

QUESTION4 (25MARKS)

- a) Give justification for the current high trend of digitalizing commercial businesses in your country? **(15marks)**
- b) How can government support or intervene in the e-business agenda in your country? **(10marks)**

QUESTION5 (25MARKS)

- a) State the basic requirements for a company to digitalize its operations? **(15marks)**
- b) Highlight the role of e-business in financial inclusion in your country? **(10marks)**

QUESTION6 (25MARKS)

Briefly explain how the following commercial bank products work;

- a) Electronic Funds Transfer (EFTs)? **(6marks)**
- b) Real Time Gross Settlements (RTGS)? **(6marks)**
- c) Telegraphic Transfer (TTs)? **(6marks)**
- d) SWIFT? **(7marks)**

END