

UGANDA MARTYRS UNIVERSITY

FACULTY OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION SYSTEMS

SUPPLEMENTARY/ SPECIAL EXAM

JULY 2024

EXAMINATION FOR BACHELOR OF SCIENCE IN INFORMATION
TECHNOLOGY (BSC IT III)

ELECTRONIC COMMERCE

DATE: WED 17TH JULY 2024

TIME: 2:00 – 5:00PM

DURATION: 3HRS

Instructions:

1. Carefully read through ALL the questions before attempting
2. Attempt ***ANY*** four questions
3. No ***names*** should be written anywhere on the examination book.
4. Ensure that your ***Reg number*** is indicated on all pages of the examination answer booklet.
5. Ensure your work is ***clear and readable***. Untidy work shall be penalized
6. Any type of examination Malpractice will lead to automatic disqualification
7. Do not write anything on the questions paper.

Question One

- a) Define the term E-security. 1 mark
- b) John a well known business man in Kampala wants to start conducting e-commerce, help describe to him five essential requirements for safe e-payments/transactions. 10 marks
- c) As an E-commerce expert, describe any four measures to ensure Security. 8 marks
- d) Discuss any three types of cyber crime. 6 marks

Question Two

- a) Jackline is abruptly arrested by police, on finding out the police are claiming she's involved in Identity theft. What exactly is meant by Identity Threat? 1 mark
- b) Describe five ways how ID Theft Takes Place? 10 marks
- c) Explain to Jackline three consequences of not reporting an ID fraud? 6 marks
- d) Advise Jackline on how to prevent ID theft? Give 4 8 marks

Question Three

- a) Define the term E-business. 2 marks
- b) Explain how e-business and e-commerce differ. 4 marks
- c) Describe the intersection between e-business and e-commerce 3 marks
- d) What are the possible risks of using e-commerce ? Describe three. 6 marks
- e) Discuss any two technical and three non-technical limitations of e-commerce? 10marks

Question Four

- a) In Online marketing, you can promote the products and services via 1 mark
- b) Difference between Traditional and Online Marketing 4 marks
- c) Describe any five Components of Online Marketing. 10 marks
- d) Explain any three Pros and two cons of online Marketing 10 marks

Question Five

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| a) Define the term E-Commerce. | 2 marks |
| b) Describe three advantages and three disadvantages of E-commerce. | 12 marks |
| c) Discuss the four main types of E-commerce. | 8 marks |
| d) Give any three positive Impacts of E-commerce on the seller. | 3 marks |

Question Six

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| a) Differentiate between the following terms | |
| i) EDI and EFT | 4 marks |
| ii) Internet and the web | 4 marks |
| b) Give two characteristics of EDI. | 2 marks |
| c) Explain any three benefits of EDI. | 3 marks |
| d) Describe six unique features of E-commerce Technology | 12 marks |