



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY

EXAMINATIONS

BACHELOR OF COMMERCE

ACADEMIC YEAR: 2020/2021

UNIT NAME: E-COMMERCE

SEMESTER: JAN – APRIL 2021

UNIT CODE: BSIT 2260

DATE: APRIL 2021 special exam

TIME: 2 HOURS

INSTRUCTIONS: Answer question one (30 marks) and any other two

QUESTION ONE (30 MARKS)

- a. Discuss seven types of online Advertising Methods that a company can adopt (7 marks)
- b. Explain five payment methods that online customers can use (5 marks)
- c. Discuss four types of E-commerce (8 Marks)
- a. E-commerce is faced with security threats. Discuss six technical attacks in e-commerce. (6 marks)
- b. Outline four key factors for the success of an E-commerce business. [4 marks]

QUESTION TWO (20 MARKS)

- a. Portals appear under many descriptions and shapes. Discuss five types of portals (10 marks)
- b. Discuss five benefits of E-Commerce to an organization (5 marks)
- c. Explain five main functions of e-markets. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five limitations of Online Market Research (10 marks)
- b) The Internet introduced the concept of interactive marketing, which has enabled marketers and advertisers to interact directly with customers. Explain five reasons why companies advertise on the Internet. (10 marks)

QUESTION FOUR (20 MARKS)

- a. The success and security of E-Commerce depends on the confidentiality integrity and availability of information and the business Web site. Defining confidentiality, integrity and availability in e-commerce. (10 Marks)
- b. When consumers are making purchasing decisions, they follow five phases of purchasing decision model. Discuss the five phases (10 marks)

