



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS

ACADEMIC YEAR: 2020/2021

UNIT NAME: E-COMMERCE

SEMESTER: MAY- AUGUST 2021

UNIT CODE: DIT 312

DATE: AUGUST 2021

MAIN exam

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a. Discuss five types of E-commerce (5 Marks)
- b. Explain five main functions of e-marketplace. (5 Marks)
- c. Discuss five benefits of E-Commerce to the society (5 marks)
- d. Distinguish between: (5 marks)
 - i. Intermediaries and infomediaries
 - ii. Electronic storefronts and electronic mall
- e. State and explain five types of portals (10 marks)

QUESTION TWO (15 MARKS)

- a) When consumers are making purchasing decisions, they follow five phases of purchasing decision model. Discuss the five phases (5 marks)
- b) Discuss the strategic advantages of electronic auction (5 marks)
- c) Distinguish between retailing and e-tailing, giving five differences (5 marks)

QUESTION THREE (15 MARKS)

- a. 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)
- b. Discuss five types of brokers in e-commerce (5 marks)

QUESTION FOUR (15 MARKS)

- a. State and explain five distribution channels in e-commerce (5 Marks)
- b. State and explain five types of online Advertising Methods that a company can adopt (5 marks)
- d) Explain why an organization may prefer Web advertising to traditional advertising media (5 marks)