



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Computing and Informatics

DEPARTMENT OF INFORMATICS

QUALIFICATION: Bachelor of Technology in Systems Administration	
QUALIFICATION CODE: 80BSAN	LEVEL: 5
COURSE: Electronic Commerce	COURSE CODE: ELC220S
DATE: January 2019	SESSION: 2
DURATION: 3 Hours	MARKS: 100

SUPPLIMENTARY/SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr Nkululeko Mthembo
MODERATOR:	Mr Johnson Billawer

THIS QUESTION PAPER CONSISTS OF 5 PAGES
(Including this front page)

INSTRUCTIONS

1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

Section A – True & False

(10 marks)

1. External barriers to EC include security, lack of technical knowledge, and lack of time and resources.
2. Selling and buying electronically can be either business-to-consumer or business-to-business.
3. B2B e-commerce refers to transactions between businesses that are conducted electronically over the public Internet only.
4. Intermediation is the process of buying materials, products, and services directly from suppliers, distributors, or the government.
5. Reverse auctions are one method of electronic procurement that is very popular with public organizations where tendering is usually mandatory.
6. One limitation of e-learning is the lower content retention rate among learners compared to traditional in-person training.
7. Computer security refers to the protection of data, networks, computer programs, computer power, and other elements of computerized information systems.
8. In the settlement process, the systems must determine whether a buyer's card is active and whether the cardholder has sufficient funds available for the purchase.
9. E-collaboration is the use of an external vendor to provide all or part of the products and services that could be provided internally.
10. Online businesses may be pure play companies or click-and-mortar companies that add online projects, such as e-procurement or selling online, as additional marketing channels.

Section B – Multiple Choice

(10 Marks)

1. Organizations that conduct some e-commerce activities, usually as an additional marketing channel, are
 - A) brick-and-mortar organizations.
 - B) value-added organizations.
 - C) pure-play organizations.
 - D) click-and-mortar organizations.

2. Referencing the Electronic Commerce Framework, marketing and advertisement is in the category of
 - A) electronic commerce applications.
 - B) infrastructure.
 - C) value chain.
 - D) support services.

3. The portion of an e-seller's business through which customers interact, including the seller's portal, electronic catalogues, shopping cart, and payment gateway is referred to as the _____ of the business.
 - A) front end
 - B) back end
 - C) infrastructure
 - D) intermediary

4. Each of the following is a major component and player in a marketspace except
 - A) auctions.
 - B) products and services.
 - C) infrastructure.
 - D) front end.

5. The purchase of goods and services as they are needed, usually at prevailing market prices, best defines
 - A) direct materials.
 - B) consolidation.
 - C) spot buying.
 - D) strategic sourcing.

6. Potential advantages of e-learning include each of the following except
 - A) college professors are anxious to develop new online courses.
 - B) knowledge retention is higher.
 - C) learning time is reduced.
 - D) it costs less to deliver education online than in a traditional classroom.

7. The process of determining what the authenticated entity is allowed to access and what operations it is allowed to perform is known as
 - A) integrity.
 - B) availability.
 - C) authorization.
 - D) nonrepudiation.
8. The assurance that an online customer or trading partner cannot falsely deny their purchase or transaction is referred to as
 - A) integrity.
 - B) availability.
 - C) authentication.
 - D) nonrepudiation.
9. A specific outcome of the strategy initiation phase is a clear statement of the company's _____, which summarizes the customer segment, competitor target, and the core differentiation of one's product from the offerings of competitors.
 - A) company analysis
 - B) value proposition
 - C) core competency
 - D) functional strategy
10. The principle reason for writing a business plan is to
 - A) help the founders remember what they are trying to accomplish.
 - B) provide an operational framework for the business.
 - C) acquire external funding.
 - D) provide strategic direction to employees.

Section C – Short Questions

(80 marks)

1. List & describe three ways in which electronic marketplaces have changed the processes used in trading and supply chains. [9 marks]
2. List and briefly describe the four basic types of B2B transactions and activities. [8 marks]
3. How do B2B electronic payments and billing systems differ from B2C electronic payments? [8 marks]

4. Define biometric system. Identify four common biometrics. [9 marks]
5. What steps are often taken by online merchants to combat fraudulent orders?
[6 marks]
6. Briefly discuss three suggestions on how to break down the barriers to global EC. [6 marks]
7. Identify three technological and three nontechnological e-commerce challenges. [6 marks]
8. List and briefly discuss funding options for a start-up online business.
[6 marks]
9. Identify three advantages and three disadvantages of EC for small and medium-sized businesses. [6 marks]
10. List at least three Web site hosting options for an online business and explain why domain names are important. [6 marks]
11. Identify & describe five of the nine crucial factors that come into play in determining whether a particular method of e-payment successfully achieves critical mass. [10 marks]

[THE END]