IN COLLABORATION WITH IVTB

Diploma in Information Technology

Cohort DIP/02/FT/BI

Resit Examinations for 2003 – 2004
Semester 2

MODULE: e-business

MODULE CODE: BISE127

Duration: 2 Hours

Reading time: 10 Minutes

Instructions to Candidates:

1. Answer all questions.
2. All questions carry equal marks.
3. Answer each question in a fresh page.

This question paper contains 5 questions and 6 pages.

Pg 1 of 6
Question 1 (20 Marks)

(a) E-government is the use of information technology in general and e-commerce in particular to provide citizens and organizations with more convenient access to government information and services. Discuss the potential benefits of e-government;

(5 marks)

(b) Organisations are more and more incorporating E-Business in their core activities, explain the reasons for this strategic move?

(5 marks)

(c) Various types of e-business models exist. List and discuss the most important models.

(5 marks)

(d) Many non-technical issues are still hindering the progress of E-Business, list down the main barriers at present?

(5 marks)
Question 2 (20 Marks)

(a) In B2B applications, what are the buy-side models how do they operate? (5 marks)

(b) What are the major impacts of E-Business on manufacturers' distribution strategies? (5 marks)

(c) Describe the methods used to find out what customers want in the E-Business arena? (4 marks)

(d) What are the tools that can be used to build better Customer Relationship, and why? (6 marks)
Question 3 (20 Marks)

(a) What are the personal finance services banking activities offered by electronic banking or cyberbanking? And what are its benefits for banks and consumers? (8 marks)

(b) The electronic job market offers many advantages for both the job seeker and the employer. Briefly state the main advantages for both. (8 marks)

(c) What are the limitations and problems of the electronic job market? (4 marks)
Question 4 (20 Marks)

(a) Describe the help of a diagram the order delivery cycle both with and without EDI. (5 marks)

(b) What are the main characteristics of an EDI system? (4 marks)

(c) Explain with the help of a diagram the main elements of a public key infrastructure. (6 marks)

(d) What are the main protocols in use for E-Commerce payments; (5 marks)
Question 5 (20 Marks)

(a) What are the major security risks in the E-Business arena? (4 marks)

(b) A defence programme is part of a company's E-Business strategy to enhance security. With the help of a diagram indicate its main elements; additionally list the salient features of its implementation action plan. (8 marks)

(c) Explain the role of certification authorities (CA) in the establishment of trust in E-Business. (4 marks)

(d) What are the main reasons for E-Commerce failures? (4 marks)