Course Code: CIT415
Course Title: Introduction to E-Commerce
Credit: 3 units
Time allowed: 3 Hours
Instruction: Answer Questions **ONE (1)** and any other **THREE (3)** Questions
QUESTIONS

1a Delineate each of the following with respect to e-commerce operations
(2marks each)

(i)   Certificate Authority:
(ii)   Banner.
(iii)   Commerce Server
(iv)   Authorization
(v)   Digital Certificate.

1b.   List any eight (8) issues that should be addressed in a website development agreement.   **(12marks)**
1c.   Define online shopping? **(3Marks)**

2a.   Distinguish between the e-commerce and e-business. **(10marks)**
2b.   State five (5) issues limiting e-commerce and e-business development.

(5marks)

3a.   Enumerate five **(5)** features of e-commerce design **(5marks)**
3b.   Explain what is meant by handling customer returns? **(7marks)**
3c.   Define the term 'domain name' and state two elements associated with domain name registration. **(3marks)**

4.   There are basic tools web owners need to ascertain in a proper website hosting,
   i.   List them, **(6marks)**
  ii.   Briefly explain each **(9marks)**

5a.   Discuss in brief the term 'shopping cart software'. **(3marks)**
5b.   Whilst selecting the right e-commerce shopping cart software for your business, there are a number of keynotes to consider, Explain them. **(12Marks)**

6a.   Explain the two (2) possible forms of advertising one's e-business. **(10marks)**

6b.   Enumerate five (5) drawbacks of e-commerce to consumers. **(5marks)**