UNIVERSITY COLLEGE TATI

UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET	
COURSE CODE	: DTG1043
COURSE	: E-COMMERCE
SEMESTER/SESSION	: 2-2024/2025
DURATION	: 3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** questions.
2. All theory answers should be written in the answer booklet provided.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

a) Describe E-commerce (EC) and give **TWO (2)** examples of EC. (4 marks)

b) Discuss **THREE (3)** examples of Character-Based Animated Interactive Agents. (6 marks)

c) Differentiate between Supply Chain and e-Supply Chain. (4 marks)

QUESTION 2

a) Identify **FIVE (5)** strategies used in Porter's Competitive Forces Model. (5 marks)

b) Describe **THREE (3)** types of E-Commerce organizations. (6 marks)

c) Advertising is a crucial aspect of marketing to promote products or services. Various method can be employed to reach target audiences effectively. Describe at least **THREE (3)** methods of advertising used in Internet Consumer Retailing. (6 marks)

d) Identify **FOUR (4)** basic types of B2B transaction and activities. (4 marks)

QUESTION 3

a) Distinguish between Business Plan and Business Case. (4 marks)

b) Companies need to justify their E-commerce (EC) investments as part of strategy formulation in order to achieve the optimal level of investment. Interpret **FOUR (4)** reasons why EC justification is needed. (4 marks)

c) Describe E-marketplace and identify **THREE (3)** types of e-marketplaces. (5 marks)

QUESTION 4

a) Identify **FOUR (4)** benefits of e-Retail to Seller and **FOUR (4)** for Buyer. (8 marks)

b) Give **FIVE (5)** examples of E-Procurement. (5 marks)

c) Outline **FIVE (5)** potential gains for Seller and Buyer in B2B exchanges. (10 marks)

QUESTION 5

a) The digital economy refers to the economic activities that emerge from connecting individuals, businesses, devices, data and operations through digital technology. It encompasses the online connections and transactions that take place across multiple sectors and technologies, such as the internet, mobile technology, big data and information and communications technology. Express **FOUR (4)** impacts on healthcare industries for competition in Digital Economy. (4 marks)

b) Describe e-Retailing and give **TWO (2)** examples of largest e-retailers. (4 marks)

c) Explain **FIVE (5)** categories of E-commerce transactions. (10 marks)

d) Identify **FIVE (5)** parties that use the internet job market. (5 marks)

e) Supply Chain Management (SCM) is management of the flow of goods, data, and finances related to a product or service, from the procurement of raw materials to the delivery of the product at its final destination. List **SIX (6)** main components of Supply Chain Management. (6 marks)

---**End of Questions**---