

Part B

1.

- a. Discuss how e-commerce can be beneficial to organizations, customers and the society.

(10 mark)

- b. Differentiate pure and partial e-commerce using suitable examples.

(10 mark)

2.

- a. Briefly explain what methods can be used to test an e-commerce web site during the testing phase of the system development life cycle.

(6 mark)

- b. List down **seven (7)** important factors that need to be considered when designing a successful e-commerce web site and briefly explain each of them.

(14 mark)

3. Write short notes about the following topics.

- a. e-procurement
- b. Customer lifecycle
- c. eBay
- d. Electronic Payment Systems
- e. Hypertext Markup Language (HTML)
- f. Permission Marketing

(30 mark)

