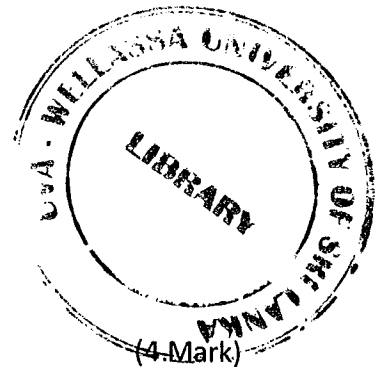


2015

Part B



1.
 - a. Briefly explain the B2B model with suitable examples.
(4 Mark)
 - b. Describe the concepts of pure and partial electronic commerce.
(8 Mark)
 - c. What is needed to be considered under revenue model when developing an E- business model? Name three (03) major types of revenue models available at present.
(5 Mark)
 - d. Briefly explain the following concepts.
 - i. Forward auctions
 - ii. Reverse auctions
(5 Mark)
 - e. Briefly explain the importance of electronic catalogues in E- commerce.
(3 Mark)

2. ***"A company can gain a competitive edge by providing superb customer service, which is part of CRM"***
 - a. Name the phases in the customer service life cycle and briefly explain each phase.
(8 Mark)
 - b. Discuss how companies engaged in E-business can improve their customer service and thereby improve customer satisfaction.
(8 Mark)
 - c. Discuss the issues involved in online advertising.
(5 Mark)
 - d. A friend of yours is asking for advice on how to be safe when doing online transactions. What will be your advice to him?
(4 Mark)

3.
 - a. Explain why companies need to invest in ERP systems with suitable reasons.
(5 Mark)
 - b. Name the primary activities of a value chain and briefly explain them.
(5 Mark)
 - c. In brief, explain the concept of disintermediation.
(5 Mark)
 - d. Discuss the reasons for electronic commerce failures
(5 Mark)