UNIVERSITY OF ESWATINI

DEPARTMENT OF BUSINESS ADMINISTRATION

Re-SIT EXAMINATION PAPER

DECEMBER, 2021

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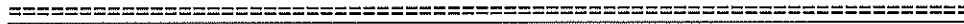
TITLE OF PAPER	:	ELECTRONIC COMMERCE
COURSE CODE	:	BUS 426FULL TIME/ BA 431 IDE
TIME ALLOWED	:	THREE (3) HOURS
INSTRUCTIONS:	1.	THE NUMBER OF QUESTIONS IN THIS PAPER = SIX (6)
	2.	SECTION A IS COMPULSORY.
	3.	ANSWER ANY THREE (3) QUESTIONS IN SECTION B

4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION.

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AS WELL AS FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLE.

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A

Materials Equipment

You are an information technology (IT) consultant to Materials Equipment, Inc. (MEI), a major industrial equipment distributor. Its products include materials-handling machinery for assembly lines and product-packaging areas, hydraulic equipment (for moving fluids), hoses, hose fittings, and similar items. MEI has been in business for more than 70 years and sells more than $200 million worth of parts and equipment each year to its 3000 customers. MEI's customers are located all over the world, but most are in the United States, Mexico, Malaysia, China, and Singapore.

Joe Everson, MEI's director of sales, has retained you to help him with a new marketing idea. He has read about other companies that have created Web portal sites for customers, and he is interested in developing a portal site that MEI could operate with three other companies that sell products (such as bearings, seals, hoses, and hose fittings) and services (design, layout, and installation of materials-handling equipment) that are complementary to MEI products. The portal would provide MEI customers with a Web site at which they could buy MEI products, buy the products and services of the three MEI strategic partners, and obtain information about current trends in industrial equipment technologies and the application of those technologies. The portal site would also include a used equipment area in which MEI customers could list equipment for sale. Joe believes that giving customers a convenient way to liquidate old equipment will make it easier for his sales representatives to sell new equipment to those customers.

Joe has put together an internal team to examine the feasibility of the portal site, including key employees from MEI's Sales, Finance, Product Engineering, and IT Services departments. The team has identified several security issues that they want to resolve before they take the portal idea much further. Joe would like you to help the team understand two security technologies— digital certificates and encryption—and how these techniques might be used in MEI's proposed portal site.

Questions

1. Prepare two briefing reports for the MEI portal team—one about digital certificates and one about encryption. Each report should explain the technology and describe one or two common applications.   20 marks

2. Assume that the MEI portal project is approved and implemented. Further assume that MEI has decided to require each customer that participates in the portal to obtain a digital certificate. Write a memo addressed to potential participants (MEI customers) in which you explain why they must obtain a digital certificate as a condition of participation.   20 marks

SECTION B

Question1

Name and describe five types of possible abuses and frauds that may occur with auctions.

20 marks

Question 2

How would you apply the SWOT approach to a small local bank that is evaluating its e-banking service?   20 marks

Question 3

Identify three (3) fraud practices in which a buyer might engage in auction. How can sellers protect themselves?

20 marks

Question 4

Explain how an online merchant can use a card verification number (CVN) to reduce the risk of entering into a fraudulent credit card transaction with a customer.   20marks

Question 5

Why is data mining becoming an important element in Electronic Commerce?
How is it used to learn about consumer behaviour? How can it be used to facilitate customer service?   20 marks