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)**

1a. Identify five (5) benefits of E-Commerce Web Design **(5 marks)**
1b. Describe with appropriate example, the two (2) major types of search engines available **(6 marks)**
1c. Outline any four (4) basic functions of a shopping cart ordering system **(4marks)**
1d. Explain three (3) types of Shopping Carts with appropriate examples **(10marks)**
Total = 25 marks
2a. Enumerate any ten (10) issues that required to be addressed in a website development contract. **(10 Marks)**
2b. Highlight any five (5) key elements that should be included in your product catalog in order to achieve rankings in search engines. **(5 Marks)**
Total = 15 marks
3a. Briefly describe any nine (9) categories of business to consumer B2C e- commerce. **(9 Marks)**
3b. There are issues limiting e-commerce and e-business development, enumerate any six (6) of these issues. **(6 marks)**
Total = 15 marks

4a. In what capacity can government use e-commerce to improve the economic growth and efficiency of a country? **(9marks)**
4b. Concisely highlight the requirement for applying for an internet merchant account. **(6Marks)**
Total = 15 marks

5a. Briefly discuss these e-commerce terminologies: **(8 Marks)**
  i. Delayed settlement processing
  ii. Commerce server
  iii. Cookies
  iv. Cross promotion
5b. Typically, a payment transaction process through the shopping cart would involve three 3 crucial steps. List them **(3marks)**
5c. What are the possible problems encountered in shopping cart? **(4 Marks)**
Total = 15 marks

6a. Enumerate any nine (9) e-commerce technologies available to start-ups e-commerce merchant. **(9marks)**
6b. Describe what is meant by handling customer returns? **(6marks)**
Total = 15 marks