



## UGANDA INSTITUTE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY

### END OF SEMESTER II EXAMINATIONS

**DEPARTMENT** : **ICT**

**YEAR** : **TWO**

**SEMESTER** : **TWO**

**PROGRAM** : **DIPLOMA IN INFORMATION TECHNOLOGY FOR BUSINESS**

**COURSE** : **PRINCIPLES OF E-BUSINESS AND WEB DESIGN**

**COURSE CODE** : **ICT2203**

**DATE** : **SATURDAY, JUNE 29, 2024**

**TIME** : **02:00 PM – 05:00 PM**

**DURATION** : **3 Hours**

### INSTRUCTIONS

- ❖ The paper consists of three Sections A, B and C
- ❖ Answer **ALL** questions in Sections A and B
- ❖ Answer **ANY THREE** questions in C
- ❖ Credit will be given to relevant examples and illustrations
- ❖ Don Not Write anything on this question paper

## SECTION A

1. Which type of document is this  
`<DOCTYPE html> <html><head><title>Our Home Page</title></head><body><h1>American Egg Plant Society</h1></body> </html>`  
A) Simple html document B) CSS document C) JS document D) Java document
2. Aayush wants to send highly sensitive form data such as username and password which method should he use to send the form data?  
A) Post/Get B) Post C) Get D) Send
3. An example of a cost-savings benefit from creating an e-commerce web site is  
A) the ability to reach overseas markets without a sales presence.  
B) more rapid response to customer enquiries.  
C) tracking of number of customers using different parts of site.  
D) lower paper costs needed for marketing and fewer staff needed in contact centre.
4. Which of the following involves exchanges among customers, business partners and the vendor?  
A) E-Commerce B) Internet C) E-Business D) WWW
5. Which is the most realistic relationship between Ecommerce and Ebusiness concepts?  
A). E-business is a subset of E-commerce  
B). E-commerce is broadly equivalent to E-business  
C).e-commerce is a subset of E-business  
D). E-commerce has some overlap with E-business
6. Which of the following are the key characteristics of e-business?  
(I). Customer is king. (II). E-business leads to intermediation. (III). Entry barriers are low. (IV). Economies of scale.  
A) Both (I) and (II) B). Both (II) and (III) C). Both (III) and (IV) D). (I), (III) and (IV)
7. Which of the following best defines E-business?  
A) the use of electronic communications for all business processes  
B) an organization using electronic media to purchase from its suppliers  
C) any electronically mediated communication between an organization and its stakeholders  
D) an organization using electronic media to sell direct to its customers

8. Which of the following is an example of a communications benefit from creating an e-commerce web site.?

- A.) more rapid response to customer enquiries
- B.) tracking of number of customers using different parts of site
- C.) lower paper costs needed for marketing and fewer staff needed in contact centre
- D.) the ability to reach overseas markets without a sales presence

9. Which of the following websites are channels that permit close cooperation between different businesses as well as the outsourcing services that are, and will continue to be, so crucial to the Internet economy?

- A.) B2C                      B.) B2B                      C.) C2C                      D.) C2B

10. A(n) \_\_\_\_\_ is a private corporate network that uses standard Internet protocols and interfaces.

- A.) Ethernet                      B.) Local area network                      C.) Extranet                      D.) Intranet

11. In an effort to increase inter-organizational information flow, many companies expand access to corporate intranets to include selected trading partners and customers by creating a(n) \_\_\_\_\_

- A.) EDI exchange                      B.) Extranet                      C.) VPN                      D.) VAN

12. Which of the following is/are not basic e-business model(s)?

I. B2B. II. B2C. III. C2C. IV. C2B.

- A.) Only (II) above
- B) Both (II) and (III) above
- C) Both (I) and (IV) above
- D) (II), (III) and (IV) above

13. Which of the following best defines a Click and mortar business?

- A) Businesses that have only physical presence
- B) Businesses that have both an online and an offline presence
- C) Businesses that have neither online nor offline presence
- D) None of above

14. \_\_\_\_\_ issues the consumer a virtual credit card that is stored on the user's computer, providing one-click shopping at participating merchants. a. e b. c. d.

- A.) Host                      B.) eIssuer C.) eMerchant                      D.) Payware

15. Digital cash is one example of which of the following?

A.) e-Wallets                      B.) Online credit card fraud    C.) Digital Currency              D.) Payware

16. Which of the following allow you to keep track of your billing and shipping information so that it can be entered with one click at participating merchant's site? a. b. e-Wallets c. d.

A.) e-Cash                      B.) e-Wallets                      C.) Gift Cash                      D.) Digital Cash

17. Which of the following statements accurately reflect the impact of technology?

- A) technology has caused buyer power to increase
- B) technology has lessened the entry barriers for many industries
- C) technology has increased the threat of substitute products and services
- D) all of the above

18. A business cannot be all things to all people. Instead, a business must:

- A) identify target customers
- B) identify the value of products/services as perceived by customers
- C) A and B
- D) none of the above

19. \_\_\_\_\_ on wireless devices make it difficult to browse the web.

A.) Big Screens    B.) Small Screens    C.) Limited bandwidth D.) Smaller memory capacity

20. Means that you pay the host for every lead generated from the advertisement.

A.) Pay-per-click    B.) Pay-per-lead              C.) Pay-per-sale              D.) None of above

21. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

A.) direct marketplace    B.) B2B              C.) B2C              D.) electronic marketplace.

22. The process of creating electronic content and distributing it over various channels, including the Internet, is called a. b. c. d.

A.) E-Zines              B.) E-publishing              C.) E-learning              D.) All of above

23. Which of the following is not true for online travel?

- A) People can save time and money by booking their travel arrangements on the Web
- B) There is a great deal of competition among travel Web sites; each offers better service, low fares and more features.
- C) Customers now have the power to bypass a travel agent
- D) None of above

24. Which of the following is not a challenge of an e-learning?

- A) E-learning is not always designed by skilled educators.
- B) Online learning increases social interaction among children.
- C) Copyright breach.
- D) All of above

25. Which of the following is NOT a web editing tool

Note Pad                      B.) Sublime text                      C.) E-learning                      D.) Vs Code

## SECTION B

26. Write HTML code to display the following content: (06 Marks)

DUTY CHART

|      |        |        |
|------|--------|--------|
| 8 AM | 10 AM  | 12 AM  |
| JANE | ANDREW | CLAIRE |

### Specifications:

- The title of the webpage is “Schedule”
- The Caption of the Table is Duty Chart.
- 8 AM 10 AM 12 AM are Table Headings.

27. Carefully read and answer the following questions with respect to HTML: (05 Marks)

- i. What is a Form?
- ii. What does a Form consist of?
- iii. Which tag is used to insert a Form in a HTML document? Is it a container or a non container tag?
- iv. What values can be used with the Method attribute of the Form?
- v. How is a Submit button different from a Reset Button in a Form?

28. Use Html and CSS to do the following (04 Marks)

(i) Apply html code to the text below

**This is a paragraph**  
***This is italic text***

Use the text above to do the activities below:

(ii) Apply 50px indentation to all text paragraphs marked with <p>

.(iii). Make the text in the paragraphs marked with tag “italics”.

## SECTION C

### QUESTION ONE

- (i) Define the terms epayment (02 Marks)
- (ii) Explain the following terms: Website, Webpage, Browser, internet, and Web-hosting, (05 Marks)
- (iii) Illustrate with diagrams the navigation structures in website development. (04 Marks)
- (iv) Describe Any **Nine (9)** guidelines in good website design. (09 Marks)

### QUESTION TWO

- (a) Observe the following code carefully and answer the questions that follow:

```
<DOCTYPE html>

<html>

<head>

<title>Network Security</title>

<style type="text/css">

li {

    letter-spacing:10px;

text-transform:lowercase;}

</style>

</head>

<body>

The Do and Don't of network security

<ol type="square">

<li> KEEP ANTI-VIRUS SOFTWARE UP TO DATE.</li>

<li>SAVE THE FILE TO COMPUTER OR A DISK.</li>

<li>RUN AN ANTI-VIRUS SCAN REGULARLY.</li>

</ol>
```

</body>

</html>

- (i) Generate the output of the above code (04 Marks)
- (ii) Explaining the effects applied in the CSS code. (02 Marks)
- (b) Create an HTML page about your home town with the following elements:  
Image, links, Numbered list, content, ID selector, Group Selector, color (14 Marks)

### QUESTION THREE

- (i) Define the following terms Threat and Vulnerability (04 Marks)
- (ii) Describe what Encryption is used for in ecommerce (02 Marks)  
Threats in E-commerce are plenty and can be categorised into the following:
  - a) Client
  - b) Server
  - c) Communications Channel
  - d) Miscellaneous
- (iii) Explain what each of the above categories mean . (04 Marks)
- (iv) Identify and explain ANY TWO (2) threats that are likely to harm each of those categories. (10 Marks)

### QUESTION FOUR

- (i) Clearly explain what you understand by the Systems Development Life Cycle (02 Marks)
- (ii) Illustrate with a diagram the phases of the SDLC (02 Marks)
- (iii) Describe any four phases of the SDLC with their deliverables. (12 Marks)
- (iv) Insourcing and Outsourcing can be done for the whole process of system development or some the phases.
- (v) Explain what the terms insourcing and outsourcing mean. (02 Marks)
- (vi) Compare the two options and justify why a company may go for a particular option. (02 Marks)

### QUESTION FIVE

Over the years you developed a friendship with Alice, the owner-operator of a high-quality coffee shop. As a result of recent government regulations in relation to managing that pandemic, Alice decided to close the retail aspect of her business and move it online. She turns to you for help as you are the friendly neighbourhood Computer Technologist.

- (a) She wants to know the difference between ecommerce and ebusiness (04 Marks)
- (b) Moving online enables Alice to consider alternative business models to the traditional e-commerce merchant model. Illustrating with diagrams discuss any **two** major business models that might be relevant to her coffee business. (06 Marks)

(c) Choose one of the business models you identified above and discuss what activities Alice might need to use to implement the model, along with the metrics she could use to measure if she is being successful or not. **(10 Marks)**

## **QUESTION SIX**

- a) All ecommerce sites have been adjusted to enable Mobile Commerce to thrive.  
Justify the need for mobile commerce. **(03 Marks)**
- a) What does the term 'Virtual currencies' mean? **(01 Mark)**
- b) Explain any **Four (4)** types of Electronic payment systems used in mobile commerce. **(08 Marks)**
- c) Explain any **Four (4)** advantages and **Two (2)** disadvantages of Virtual Currencies **(06 Marks)**
- d) Explain ANY TWO (2) tools in ecommerce that can minimise unauthorised access to the epayment information. **(02 Marks)**

**END**