



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA404
COURSE TITLE : E-COMMERCE
SPECIAL REQUIREMENTS :
DURATION :
LEVEL :
DATE :

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EXAMINATIONS OFFICE
16 AUG 2021
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INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Question One (1)

- a. Discuss the advantages of e-commerce to a business [5]
- b. With the aid of an example, explain how dropshipping works. [10]
- c. Give and explain the four types of e-commerce websites. [10]

Question Two (2)

- a. Explain any two e-commerce platforms. [5]
- b. Discuss the differences between traditional commerce and e-commerce. [10]
- c. Explain the disintermediation and re-intermediation effect of e-commerce [10]

Question Three 3

- a. Discuss the E-Commerce Business Revenue Models. [10]
- b. What are some advantages or disadvantages of using block chain technology to implement online game currencies? [15]

Question Four (4)

There are different models of e-commerce which can be used by different businesses. Discuss any four models of e-commerce that can be used Pick 'n' Pay and how it will use them. [25]

Question Five (5)

Schweppes Zimbabwe has a plan to take their Mazoe Orange Crush onto the international market. The CEO of Schweppes Zimbabwe approaches you as an e-commerce expert to assist in this process. Write a report to discuss the factors that need to be considered when internationalising their Mazoe Orange Crush. [25]

END OF PAPER