



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA404
COURSE TITLE : ECOMMERCE
DURATION : 3 Hours behaviour
DATE : 4 June 2019

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

Distinguish between:

- i. Search engine and web browser (5)
- ii. E-business, e-commerce and m-commerce (6)
- iii. Uniform resource locator and domain name (5)
- iv. Social networks and uniform resource locator (5)
- v. Intranets and extranets (4)

[25 MARKS]

QUESTION TWO

Use examples to explain the components of an e-commerce business model.

[25 MARKS]

QUESTION THREE

Explain how an organization can create an enjoyable experience for its website visitors.

[25 MARKS]

QUESTION FOUR

a) Describe the four major types of online retailers.

(10)

b) State and explain the dimensions of e-commerce security.

(15)

[25 MARKS]

QUESTION FIVE

Evaluate the various forms of online marketing communication campaigns that drive traffic to website.

[25 MARKS]

*****END OF THE PAPER*****