



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**

**EXAMINATION PAPER**

**COURSE CODE** : CMA404  
**COURSE TITLE** : E-COMMERCE  
**SPECIAL REQUIREMENTS** : None  
**DURATION** : 3 Hours  
**LEVEL** : 4.1  
**DATE** : 19 NOV 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 1**

- a) State and explain dimensions of e-commerce security [10]  
b) Describe any five e-commerce payment systems [15]

**Question 2**

- a) Evaluate **three** online supply chain management strategies. [12]  
b) Justify reasons behind the adoption of interactive advertising. [13]

**Question 3**

Critically assess factors affecting the uptake of mobile commerce in Zimbabwe. [25]

**Question 4**

- a) Explain how an e-commerce business achieves buzz (viral) marketing through Facebook, and Twitter. [12]  
b) Discuss why online reputation management is necessary in buzz marketing. [13]

**Question 5**

- a) Using examples outline the components of an E-commerce business model. [10]  
b) Discuss the contribution of web 2.0 and web 3.0 applications in E-commerce. [15]

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