



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE: CMA 404

COURSE TITLE: E-COMMERCE

DURATION: 3 hours

16 FEB 2022

INSTRUCTIONS TO CANDIDATES

- 1. Answer question one and any three questions.**
- 2. Start each question on a fresh page.**
- 3. Credit will be given for use of relevant examples.**
- 4. The number of marks for each question or part question is shown in brackets []**
- 5. No cell phones are allowed in the Examination room.**

Question 1 (COMPULSORY CASE STUDY)

Managing the effectiveness of e-commerce platforms in a pandemic

Recent decades have witnessed an escalation of global pandemics, e.g., SARS in 2003, H5N1 in 2006, and H1N1 in 2009, each of which hampered business activities and economic growth (Chung, 2015). For example, the Covid-19 virus caused a 13.5% drop in China's industry production and a 20.5% decline in retail sales in the first two months of 2020 while the U. S's stock market lost trillions of dollars, leading to a negative wealth effect and lower GDP (Pesek, 2020). As scientists have long warned, infectious diseases can force business activities into a new reality that severely impacts operations and one where managers have unclear guidance about how to effectively respond (Hudecheck et al., 2020). As a result of the Covid-19 impact, for instance, consumers are increasingly turning to online purchases; thus, managers need to be innovative in seeking alternative forms of supplies, which raise the interest in the facilitation between firms and consumers.

The extant literature has situated the importance of e-commerce platforms that facilitate virtual interactions and include informative and insightful product information (Chandna and Salimath, 2018; Li et al., 2020) that consumers might consider to be economic benefits (Zhang et al., 2017). Such that, firms can increase sales revenue as e-commerce platforms help leverage existing consumers and attract new ones, build social groups, and ensure compatibility with legacy systems (Lee et al., 2018), especially in pandemic periods (Nielsen, 2020a, Nielsen, 2020b). In fact, Covid-19 has disrupted and changed the business landscape as managers have been thrust into the position of operating online supplies due to the reduction of in-person contact. However, the literature has yet to address how e-commerce platforms can benefit both firms and consumers during the pandemic. As a result, managers who seek to implement online selling currently have no specific guidance to improve consumer intention for sustainable consumption over time and circumstance (Guillen-Royo, 2019; Hernant and Rosengren, 2017).

Source: Journal of retailing and consumer services .2021 Jan; 58: 102287. Ton Duc Thang University. Lobel Troy Thuy Tran

Required:

(a) Identify the challenges faced by the different types of online retailers. (10)

(b) Explain how to analyse the economic viability of an online firm. (15)

[25 Marks]

Question 2

Describe different types of social networks and online communities and their business models.

[25 Marks]

Question 3

Evaluate social e-commerce features that are driving its growth.

[25 Marks]

Question 4

Identify and describe the main technologies that support online marketing.

[25 Marks]

Question 5

a) Discuss the key security threats in the e-commerce environment. (15)

b) Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. (10)

[25 Marks]

END OF PAPER