



**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

**05 JUL 2022**

SPECIAL REQUIREMENTS : NONE

DURATION : 3 hours

LEVEL : 4.1

**INSTRUCTIONS TO CANDIDATES:**

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

## **QUESTION TWO**

### **(COMPULSORY CASE STUDY)**

#### **The E-Commerce Security Environment**

The Internet holds the promise of a huge and convenient global market place, providing access to people, goods, services, and businesses worldwide, all at a bargain price. For criminals, the Internet has created entirely new lucrative-ways to steal from the more than 1 billion Internet consumers worldwide. From products and services to cash to information, it's all there for the taking on the Internet.

It is also less risky to steal online. Rather than rob a bank in person, the internet makes it possible to rob people remotely and almost anonymously. Rather than steal a CD at a local record store, you can download the same music for free and almost without risk from the Internet. The potential for anonymity on the Internet cloaks many criminals' in legitimate looking identities, allowing them to place fraudulent orders with online merchants, steal information by intercepting email, or simply shut-down e-commerce sites by using software viruses and swarm attacks. The Internet was never designed to be a global marketplace with a billion users, and lacks many basic security features found in older networks such as the telephone system or broadcast television networks e.g. never was there a situation where a telephone system would be hacked and "brought down" by programmers in Eastern Europe. By comparison, the Internet is an open, vulnerable-design network. The actions of cyber criminals are costly for both businesses and consumers, who are then subjected to higher prices and additional security measures. However, the overall security environment is strengthening as business managers and government officials make significant investments in security equipment and business procedures.

#### **The Scope of the Problem**

Cybercrime in Eastern Europe is becoming a more significant problem for both organizations and consumers. Bot networks, DDos attacks, Trojans, phishing (fraudulently obtaining financial information from a victim, typically via e-mail and spoofed Web sites), data theft, identity theft, credit card fraud, and spyware are just some of the threats that are making daily headlines. Recently, even social networks such as Twitter and Facebook have had security breaches. For

example, an individual hacked into Britney Spears's Twitter account and began sending messages saying the singer had died. Despite the increasing attention being paid to cybercrime, it is difficult to accurately estimate the actual amount of such crime, partly because many companies are hesitant to report crime due to fear of losing the trust of its customers, and because even if crime is reported, it may be difficult to quantify the actual dollar amount of the loss.

**Source:** Dr. Sandeep Srivastava, Er. Meera Goyal. Shalu Porwa. 2012. *E-Commerce; Major trends in online security and payment systems in Eastern Europe in 2011-2012*. SBPD Publications

**Required:**

Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. **[25 Marks]**

**QUESTION TWO**

Describe the major types of e-commerce business models and concepts. **[25 Marks]**

**QUESTION THREE**

Describe the unique features of e-commerce technology and discuss their business significance. **[25 Marks]**

**QUESTION FOUR**

a) Identify the major e-commerce payment systems in use today. [5 marks]

b) What are the steps taken in the credit card payment system? [20 marks]

**QUESTION FIVE**

(a) What are the design website features that influence online purchasing? [5 marks]

(b) Discuss the different forms of online advertisement that can be used in e-commerce. [20 marks)

END OF PAPER