



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF HEALTH, SCIENCE AND TECHNOLOGY

DEPARTMENT OF DIGITAL TECHNOLOGY

EXAMINATION PAPER

COURSE CODE : MIS 216
COURSE TITLE : E-Commerce
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 2.1
DATE : 30 JUN 2022

INSTRUCTIONS TO CANDIDATES:

1. Answer any 4 Questions from the whole paper.
2. The total Marks for the examination is 100.
3. The marks allocation for each question are indicated in square brackets [] ..

Question 1

- a) Discuss the seven unique features of e-commerce. [15]
- b) Highlight the benefits of ecommerce to organisations, consumers and the society. [10]

[TOTAL 25]

Question 2

- a) Compare and contrast Traditional Commerce and E-Commerce [10]
- b) Define e-commerce [3]
- c) Give a brief discussion of the four key drivers of e-commerce and their measurement criteria [12]

[TOTAL 25]

Question 3

- a) Give an example of security breaches as they relate to each of the following six dimensions of e-commerce security.
 - i) Integrity.
 - ii) Nonrepudiation
 - iii) Authenticity:
 - iv) Confidentiality
 - v) Privacy
 - vi) Availability[12]
- b) Define supply chain management [3]
- c) Outline the objectives of supply chain management systems / private industrial networks. [6]
- d) Give the advantages of Internet/e-commerce integrated supply chain [4]

[TOTAL 25]

Question 4

- a. Give a brief discussion of e-commerce revenue models [12]
- b. Briefly discuss the major types of e-commerce [13]

[TOTAL 25]

Question 5

- a. Give advantages of B2B ecommerce [5]
- b. Differentiate between e-commerce and mobile commerce [4]
- c. Highlight the duties of a seller in a Buyer-controlled marketplace [6]
- d. Highlight the limitations of the current internet [10]

[TOTAL 25]

End of Paper

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