



ZIMBABWE EZEKIEL GUTI UNIVERSITY
FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING
DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT
EXAMINATION PAPER

COURSE CODE : CPS 212
COURSE TITLE : E-BUSINESS
SPECIAL REQUIREMENTS : _____
DURATION : 3 Hours
LEVEL : 2.1 **04 OCT 2022**
DATE :

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

Describe the common B2C e-business models.

(25 Marks)

Question 2

There is a trend towards the use of e procurement systems in e-business. As the e- business manager of a shipping company, advise the director on how e-procurement value chain elements can improve operations at the company. (25 Marks)

Question 3

You have been appointed an External Consultant for ZEGU and one of your major assignments include developing a website for the University. Indicate the critical links one can expect to find on the webpage. **(25 Marks)**

Question 4

Discuss the business value driving many companies to rapidly install and extend intranets throughout their organizations **(25 Marks)**

Question 5

With reference to an organization of your choice, develop a draft Business Continuity Planning (BCP). **(25 Mark)**

END

12/26 pm