



**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

LEVEL: 4.1

**INSTRUCTIONS TO CANDIDATES**

- 1. Answer question one and any three questions.**
- 2. Begin each question on a new 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)

Technological advances have great societal benefits and make it easier for people to access information, and to collaborate with their communities. They also expose users to risks such as cybercrime, identity theft or misuse of personal data. Software companies such as Microsoft share a responsibility to design and operate products and services in a manner that both helps protect customers from these harms and promotes respect for fundamental rights. Microsoft shares, with many other stakeholders, a collective responsibility to help make the Internet more reliable and trustworthy. The steps appropriate for a Microsoft company to take, however, must recognize the appropriate role for private sector actors. Policy considerations regarding economic incentives must be borne in mind – the impact on innovation and competition of investing private actors with responsibility for public goods. Accountability is important as well – in many cases, steps are best undertaken by democratically elected governments rather than private actors, particularly actors with market power.

Finally, when striving towards these goals, public policy objectives such as governance, security, privacy and freedom of expression may sometimes seem at odds. That is why integrated processes in developing software as well cooperation and dialogue with all stakeholders is crucial to ensure fundamental rights and the safety of users.

### Our Process and Practices

In the section below, we set out briefly our process and practices for integrating public policy objectives and ensuring stakeholder engagement in our decision-making. These practices focus on Microsoft's software businesses, rather than our online services businesses, though it must be borne in mind that the advent of 'cloud computing' - a priority focus for the Microsoft software business - means that the Internet and related policy issues play a still larger role in the software business than ever before.

### Security Process

Microsoft integrates security best practices into the software development process. This process, the Security Development Lifecycle (SDL), adds well-defined security requirements and recommendations at appropriate points in the development process. Following these process steps helps development teams to reduce the quantity and severity of security bugs shipped to

customers. We also take steps to ensure our software and services meet relevant security standards, and we have fashioned security response systems so that attacks or security issues are addressed quickly, and notices circulated appropriately.

Case study: Enhancing information and network security using Microsoft software – Cornelia Kutterer (2011-2012)

**Required:**

- (a) Discuss the key security threats in the e-commerce environment. (10)
- (b) Discuss how technology helps businesses protect networks, servers, clients and secure Internet communications channels. (15)

[25 Marks]

**Question 2**

Discuss the advantages and disadvantages of e-commerce to a business. Give relevant examples.

[25 Marks]

**Question 3**

- (a) What are the design website features that influence online purchasing? (5)
- (b) Discuss the different forms of online advertisement that can be used in e-commerce. (20)

[25 Marks]

**Question 4**

- (a) Compare and contrast any two e-commerce platforms. [5]
- (b) Discuss the differences between traditional commerce and e-commerce. [10]
- (c) Explain the disintermediation and re-intermediation effect of e-commerce [10]

[25 Marks]

**Question 5**

In the last half a decade, three ecommerce business models have been particularly transformative, business models that use online platforms, offer subscription services and or incorporate online-offline models.

**(Discuss)**

**[25 Marks]**

**END OF PAPER**