



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CPS 212

COURSE TITLE : E-BUSINESS

SPECIAL REQUIREMENTS :NONE

DURATION : 3 Hours

LEVEL : 2.1

DATE : 11 JUN 2024

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

a) Using the ZEGU website, suggest possible

i) Business Objectives

ii) System Functionality

iii) Information Requirements

b) Critique the website of an organization of your choice. Suggest possible methods of addressing its shortfalls. **(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. **(25marks)**

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 Marks)**

END

14/4 PM