



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF MARKETING

EXAMINATION PAPER

COURSE CODE : CMA404
COURSE TITLE : E-COMMERCE
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 4.1
DATE : 23 March 2021

Printed

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 One (1)

- a. Discuss the advantages of e-commerce to the environment. [5]
- b. Explain with examples how drop shipping works. [5]
- c. Identify and explain the four types of e-commerce websites. [10]

Question Two (2)

- a. Discuss the differences between traditional commerce and e-commerce. [10]
- b. Explain the disintermediation and re-intermediation effect of e-commerce [10]

Question Three 3

- a. Explain what is meant by the “Freemium model” for online services. [5]
- b. What are some advantages or disadvantages of using block chain technology to implement online game currencies? [15]

Question Four (4)

Discuss the four e-commerce business models that can be used First Capital Bank and how it will use them. [20]

Question Five (5)

Schweppes Zimbabwe has a plan to take their Mazoe Orange Crush onto the international market. The CEO of Schweppes Zimbabwe approaches you as an e-commerce expert to assist in this process. Write a report to discuss the factors that need to be considered when internationalising their Mazoe Orange Crush. [20]

END OF PAPER