

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: ELECTRONIC COMMERCE

COURSE CODE: CMA 404

DURATION: 3 HOURS

14 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- (a) Differentiate between Intranet and Extranet as applied in E-Commerce (10 marks)
- (b) Examine the importance of using Intranet and Extranet in the ease of doing business. Give reference to practical examples. (15 marks)
- (Total 25 marks)**

Question 2

Evaluate any five E-commerce business models which can be employed by the Zimbabwean retailers. (Total 25 marks)

Question 3

Account for the challenges currently faced by Internet Services Providers (ISPs) in Zimbabwean technology industry. (Total 25 marks)

Question 4

Analyse and explain the benefits of developing appealing websites compared to 'brick and mortar storefronts', in E-commerce transactions. (Total 25 marks)

Question 5

- (a) Define the term E-marketing. (5 marks)
- (b) Using practical examples, evaluate the benefits of E-marketing to SMEs. (20 marks)
- (Total 25 marks)**

END OF PAPER