



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**Bachelor of Commerce Honours Degree in Logistics and Supply
Chain Management**

Electronic Commerce (e-commerce)

HSLM 214

Part 2 Semester 1 Examination

Total Marks [100]

Date: June 2020

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. (a) Distinguish E-commerce and E-Business (5)
(b) Giving practical examples, explain how the electronic market works. (5)
(c) E-commerce eliminates more jobs than it creates in the transport industry. Discuss citing relevant examples. (15)
2. Examine any five e-commerce business models which a transport operator in Zimbabwe can adopt citing examples. (25)
3. (a) Explore the historical development of e-commerce (10)
(a) Analyse the view that technological infrastructure has been a hindrance to the growth of many transport business in Zimbabwe. (15)
4. (a) Explain the following terms citing transport business examples:
 - (i) www (2)
 - (ii) web stores (3)
(b) 'Success of your business is attributable to the success of your websites'. Discuss this statement outlining the pros and cons of websites (20)
5. Assess **any five** electronic risks which can be faced by local industry for embracing e-commerce and measures that can be taken to manage it. (25)
6. (a) Considering you are the international transporter who transports special cargo, explain measures that you can put in place to ensure the

cargo reach the intended final destinations after the goods are ordered on
-line. (12)

(b) Analyse the assertion that social networking especially micro
blogging and social network sites displace the tradition electronic bulletin
board system. (13)

End of Paper