



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**

E-BUSINESS

HLSM 240

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: JULY 2022

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

Question 1

Assess five (5) types of E-procurement for small to medium transporters in Zimbabwe. [25 marks]

Question 2

Examine five (5) benefits of E-business in modern day business practices. [25 marks]

Question 3

Evaluate ECRM strategies for organisations operating in an online environment in Zimbabwe. [25 marks]

Question 4

Discuss the following types of business website identified by Tapscott:

- | | | |
|------|------------------------------|----------------|
| i. | Agora Business Website | 5 Marks |
| ii. | Aggregator Business Website | 5 Marks |
| iii. | Integrator Business Website | 5 Marks |
| iv. | Alliance Business Website | 5 Marks |
| v. | Distributor Business Website | 5 Marks |

Question 5

“Key success factors for e-Business can be summarized as need for research, security, flexibility, integration, transparency, culture conformity, and customer care.” Discuss giving practical examples.

Question 6

Explain **the roles** and **the challenges** confronted in respect of the following key elements in E- Business.

- | | | |
|------|------------|----------------|
| i. | Shop front | 5 Marks |
| ii. | Settlement | 5 Marks |
| iii. | Catalogue | 5 Marks |
| iv. | Fulfilment | 5 Marks |
| v. | Network | 5 Marks |

End of Paper



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1. Explain the E-Business opportunities for industries in the SADC region. [25]
2. Discuss how small to medium enterprises can grow their business through internet usage. [25]
3. Discuss the reasons why a business may wish to adopt E-business strategies for their business operations. [25]
4. Assess the advances in technology which have facilitated E-Business in the present business operations. [25]
5. Using relevant examples describe how the involvement of new technologies has improved functions of business. [25]
6. Discuss Digital Currency and E-Wallets, motivate your answer with relevant examples. [25]

End of Paper