



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS  
MANAGEMENT**

**E-COMMERCE**

**HBUM 240**

**PART 2 SEMESTER 2**

**Total Marks [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**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. Citing relevant examples, examine the barriers to adopting e-business by consumers and businesses in any organization of your choice. [25]
2. Assess how any 4 unique features of E-business environment may be utilized to improve E-business processes in Zimbabwe. [25]
3. Discuss any 4 security threats that may pose risks when conducting E-business processes over the Internet. [25]
4. Discuss how small to medium enterprises can grow their business through the Internet usage. [25]
5. Explain any 5 E-Business opportunities for industries in the SADC region. [25]
6. Citing relevant examples, examine how the adoption of technology has improved functions of business. [25]

**END OF PAPER**