



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

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

E-COMMERCE

HBUM 240

PART 2 SEMESTER 2

Total Marks [100]

DATE: APRIL 2024

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. Citing relevant examples, examine the barriers to adopting E-business by consumers and businesses in any organization. [25]

2. Discuss the importance of internet to E-business citing relevant examples. [25]

3. Assess any 5 factors to consider when establishing a website in an organization of your choice. [25 Marks]

4. Discuss with examples the importance of Digital Currency and E-Wallets. [25]

5. Examine the advantages and disadvantages of how a block chain distributed ledger operates. (25)

6. Assess any 5 unique features of E-commerce that enhance competitiveness for Zimbabwean companies. [25 Marks]

END OF PAPER