



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: July 2021

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. Assess **five** unique characteristics of E-commerce which enhance competitiveness for Zimbabwean companies. (25)
2. Examine **five** benefits of E-Commerce in modern day business practices. (25)
3. Examine any **four** strategies that can be used for e- Marketing. (25)
4. Discuss factors that influence the success of E- Commerce, clearly indicating contribution of each factor to business performance. (25)
5. Examine **five** E- Commerce Categories, giving relevant examples applicable to each category. (25)
6. Assess E- Commerce platforms for facilitating business practices in Zimbabwe. (25)

End of paper