



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. Assess **five** unique features of E-commerce which enhances competitiveness for Zimbabwean companies. (25)
2. Examine **five** advantages of E-Commerce in modern day business practices. (25)
3. Evaluate E-Business versus E-commerce, highlighting similarities and differences of the two approaches to modern day business in Zimbabwe (25)
4. Discuss E- Commerce Success factors, clearly indicating the contribution of each factor to business performance. (25)
5. Examine **five** E- Commerce Categories, giving relevant examples applicable to each. (25)
6. Assess E-Commerce platforms for facilitating business practices in Zimbabwe. (25)

End of Paper