



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NCIS204: ELECTRONIC BUSINESS

END OF SEMESTER EXAMINATIONS

MAY 2020

LECTURER: NERA, G

DURATION: (48HRS)

INSTRUCTIONS

1. **This Examination is comprised of Three (3) Questions**
2. **Each Question has 100 Marks**
3. **Choose and Answer One Question Only**
4. The examination should be typed, save document as PDF and submitted on Moodle
5. You are expected to give a critical analysis on your responses.

NB: Plagiarism is an academic offense and leads to automatic failure. Citations where possible are highly encouraged. Your examination response will be subject to anti-plagiarism software.

Answer One (1) Question Only

Question I

Most governments have imposed lockdowns in their countries as measures to protect citizens from the spread of Corona Virus Disease of 2019 (COVID-19). This has negatively impacted businesses as most are no longer producing at full capacity and some have shut down.

As a senior manager in a brick and mortar, manufacturing company, you have been tasked to prepare a report detailing **strategic interventions** your organisation can take to remain profitable during the extended lockdown. Your report should discuss interventions in the following areas:

- a. Supply Chain Management;
- b. Procurement and Logistics;
- c. Production and Operations Management;
- d. Marketing;
- e. Consumer Relationship Management;
- f. Human Resources Management

[100 Marks]

Question II

Travel Shop is a traditional ticketing agency in the high street which is facing strong competition from growing numbers of web based companies selling travel tickets and package holidays. Travel Shop CEO decides to ask NABA Consultancy (a new media consultancy company) to draft a plan for the company to move from a traditional channel of commerce and distribution to a web based channel. As one of the consultants in NABA Consultancy, you are asked to produce a brief report clearly outlining the requirements for moving to a web based channel. Your report should discuss and justify requirements on:

- a. Software and Hardware Requirements **[25 Marks]**
- b. Network Security Requirements **[25 Marks]**
- c. Legal and Intellectual Property Requirements **[25 Marks]**

d. Payment Systems and Payment Gateways **[25 Marks]**

Question III

Draft a position paper which is to be presented to your country's Ministry of Industry and Commerce justifying the establishment of more electronic businesses in your country. Clearly outline how the government can support this initiative. The following issues should inform your discussion:

- a. Impact of electronic businesses to national development
- b. Policy Framework for governing electronic businesses
- c. National Infrastructure Development Requirements
- d. Resource Mobilisation and Allocation

[100 Marks]

All the Best!!