



“Investing in Africa’s Future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NEIC 513 : E- COMMERCE STRATEGIES FOR ENTREPRENEURS

END OF SECOND SEMESTER EXAMINATIONS

NOVEMBER 2022

LECTURER: DR STANISLAS BIGIRIMANA

DURATION: 3 HOURS

INSTRUCTIONS

ANSWER THE FIRST QUESTION AND 4 OTHER QUESTIONS OF YOUR CHOICE

SOUND ARGUMENT AND ILLUSTRATIONS WILL EARN YOU MARKS

QUESTION 1 (20 marks)

Explain the possible uses of ICTs in ONE of the following areas

- 1) Manufacturing
- 2) Sales
- 3) Marketing
- 4) Finance
- 5) Human Resources management

QUESTION 2

Explain infrastructure requirements for the establishment of an electronic market. (20 marks)

QUESTION 3

Using concrete examples, discuss competition dynamics in the electronic market space

(20 marks)

QUESTION 4

Explain in detail strategies that cybermediaries may use to create value

(20 marks)

QUESTION 5

Explain in detail structural changes necessitated by the shift from the physical to the electronic market space

(20 marks)

QUESTION 6

Discuss challenges brought by cyber security concerns and suggest solutions

(20 marks)

QUESTION 7

Explain in detail structural changes necessitated by the shift from the physical to the electronic market space

(20 marks)

END OF PAPER