



"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

ELECTRONICS BUSINESS: CIS 204

END OF SECOND SEMESTER EXAMINATIONS: May 2018

LECTURER: Mr. Makambwa/Mr Kwendesa/Mr Musariwa

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in **Section A** and any **Three** questions from **Section B** and each question has **20** marks. Total possible mark is **100**.

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

Section A (40 Marks)

Answer all questions in this Section

1. E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?

- A An online perspective
- B A business process perspective
- C A communications perspective
- D A service perspective
- E All of the above

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E-business is a term used to describe:

- A An organization using electronic media to purchase from to its suppliers
- B An organization using electronic media to sell direct to its customers
- C Any electronically mediated communication between an organization and its stakeholders
- D The use of electronic communications for all business processes
- E None of the above

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When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?

- A E-commerce is a subset of e-business
- B E-commerce is broadly equivalent to e-business
- C E-commerce has some overlap with e-business
- D E-business is a subset of e-commerce
- E None of the above

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Buy-side e-commerce is different from sell-side e-commerce in that it involves:

- A An organization using electronic media to purchase from to its suppliers
- B Any electronically mediated communication between an organization and its stakeholders
- C The use of electronic communications for all business processes
- D An organization using electronic media to sell direct to its customers

E None of the above

Different types of sell-side e-commerce exist and there are main types of online presence. Which of the following would be suited to sell-side e-commerce?

- A All of the below
- B Transactional e-commerce sites
- C Brand-building sites
- D Portal, publisher or media sites
- E Services-orientated relationship building websites

5.

Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?

- A Transactional e-commerce sites
- B Services-orientated relationship-building websites
- C Brand-building sites
- D Portal, publisher or media sites

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Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:

- A Recruit specialist staff
- B Promote their websites
- C Measure website hits
- D None of the above

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Various digital media channels can be used to reach audiences when planning, for example, online marketing campaigns. Search engine marketing places messages on a search engine to encourage click through to a website when the user types a specific keyword phrase. A key marketing technique involves paid placements or sponsored links using PPC. What does PPC stand for?

- A Pay per click
- B Personal protocol choice

- C Public promotion click
- D Pay per consumer

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Social media marketing has emerged as an important category of digital marketing. Which of the following best describes this?

- A Monitoring and facilitating customer-customer interaction and participation throughout the web to encourage engagement with a company and its brands
- B Using online ads such as banners to achieve brand awareness and encourage click through
- C Creating and managing long-term arrangements to promote online services on third party websites
- D None of the above

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Which term is taken to explain a collection of web services that facilitate interaction of web users with sites to create user-generated content and encourage behaviours such as community or social network participation?

- A Multi-channel marketing strategy
- B Customer-centric marketing
- C Multi-channel marketing
- D Web 2.0 concept

10

Supply chain management refers to the coordination of all supply activities of an organisation from its suppliers and delivery of products to its customers. E-commerce transactions between a company and its stakeholders, be their consumers or businesses are often referred to as:

- A C2C, C2B
- B B2C, B2B
- C B2B, C2B
- D B2C, C2C

11 E-government is becoming more accepted as an important feature within government in many countries. What does it provide?

- A All of the below
- B Facilities for dissemination of information and online services at local and national levels
- C The ability to gather taxes more efficiently
- D The facility to securely communicate between governments and government departments

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Evans and Wurster produced an influential paper in 1997 and argued that there are characteristics of information which can contribute to a major impact on a marketplace. One of these is Reach and is a key characteristic achieved by e-business which refers to:

- A How different numbers of customers can interact with categories of information or products
- B The potential effectiveness of links with partners
- C The depth of information about content or products available
- D None of the above

13 Another of Evans and Wurster's suggestions included what they referred to as Richness and is another key characteristic achieved by e-business which refers to:

- A The depth of information about content or products available
- B The different number of customers can interact with: categories of information or products
- C The economic benefits from shifting from traditional marketing tools such as brochures, catalogues, advertising boards
- D None of the above

14

While there are obvious e-business advantages and opportunities, there are also risks and barriers. These include:

- A Spikes causing websites to fail at peak times
- B Contravention of customer privacy
- C Internet hackers penetrating company security
- D All of the above

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Which would be the best description of e-commerce?

- A The use of electronic communications for all business processes
- B An organisation using electronic media to sell direct to its customers
- C An organisation using electronic media to purchase from to its suppliers
- D Any electronically mediated information exchanges between an organisation and its external stakeholders
- E All of the above are fair descriptions

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Which of the following is a cost efficiency driver for e-business?

- A Reduced sales and marketing costs
- B Increasing speed with which goods can be despatched
- C Reduced operating costs
- D Increasing speed with which supplies can be obtained
- E All of the above are correct

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Which of the following is a competitiveness driver for e-business?

- A Reduced sales costs
- B Avoiding losing market share to businesses already using e-commerce
- C Obtain supplies more rapidly
- D Reduced service costs

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An example of a communications benefit from creating an e-commerce website is:

- A Lower paper costs needed for marketing and fewer staff needed in contact centre

- B Slower response to customer enquiries
- C The ability to reach overseas markets without a sales presence
- D Tracking of number of customers using different parts of site
- E None of the above is correct

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An example of a capability benefit from creating an e-commerce website is:

- A Lower paper costs needed for marketing and fewer staff needed in contact centre
- B More rapid response to customer enquiries
- C The ability to reach overseas markets without a sales presence
- D Tracking of number of customers using different parts of site
- E None of the above

20

Richness is a key characteristic achieved by e-business which refers to:

- A The depth of information about content, products, prices and availability
- B Different number of customers can interact with categories of information or products
- C The effectiveness of links with partners
- D None of the above

Section B

Answer any three questions from this Section

21. a. What are the four types of consumer oriented applications of E-commerce? Discuss them briefly.

(10 marks)

b. Define e-commerce? What are the benefits of using e-commerce?

(10 marks)

22. a) Explain the application of E-Commerce in the following fields

- i) Home banking
- ii) Home Entertainment
- iii) Home Shopping

(3x3 Marks)

b) What is an electronic payment system? What are its types and advantages?

(11 Marks)

23. Differentiate the following:-

a) Traditional Commerce vs Electronics Commerce

(4 Marks)

b) What are the advantages and disadvantages of a Smart Card?

(8 Marks)

c) What are the risks involved in Electronic Payment Systems?

(8 Marks)

24. What are some of the unique features of e-commerce technology? Explain.

(20 Marks)

25. What are eight key elements of a business model? Explain

(20 Marks)

26.

According to Porter, the origin of profitability is identical regardless of industry. In that light, industry structure is what ultimately drives competition and profitability—not whether an industry produces a product or service, is emerging or mature, high-tech or low-tech, regulated or unregulated. "If the forces are intense, as they are in such industries as airlines, textiles, and hotels, almost no company earns attractive returns on investment," Porter wrote. "If the forces are benign, as they are in industries such as software, soft drinks, and toiletries, many companies are profitable."

a) Identify and explain Porter's Five Model

(10 Marks)

b) Identify and explain Porter's 3 generic strategies to gain competitive advantage

(10 Marks)

END OF PAPER