



AFRICA
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"Investing in Africa's Future"

COLLEGE OF BUSINESS, PEACE, LEADERSHIP, AND GOVERNANCE

NCIS 204: ELECTRONIC BUSINESS

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2023

LECTURER: MS B GAVAZA

DURATION: 3 HOURS

INSTRUCTIONS

Answer all Questions in Section A and **any two questions from Section B**
Total possible mark is 100

Start **each** question on a new page in your answer Booklet.

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

SECTION A [40 marks]

QUESTION 1

Over the years, you developed a friendship with Alice, the owner-operator of a high-quality coffee shop. As a result of recent government regulations in relation to managing the current pandemic, Alice has decided to close the retail aspect of her business and move it online. She turns to you for help as you are the closest consultant to her.

- a. Discuss the pros and cons of moving her business online that Alice needs to consider that would be different from operating a retail location. [15 marks]
- b. Outline how Alice can fight for market share in an industry that already has competition by doing e-business. [10 marks]
- c. What e-marketing solutions can you propose to Alice to launch her business online [15 marks]

SECTION B [60 marks]

QUESTION 2

- a. Describe five (5) e-commerce business models, giving examples of businesses that have implemented these models. [10 marks]
- b. Identify the eight unique features of e-commerce technology and explain how these features set e-commerce apart from more traditional ways of conducting commercial transactions. [10 marks]
- c. Discuss how
 - Software as a Service
 - Cloud Computing and
 - Mobile apps

as technological tools are changing value chains and business ecosystems [10 marks]

QUESTION 3

- a. Describe the difference between E-commerce and E-business. [5 marks]
- b. Does the nature of the internet naturally lead to dominant businesses in e-commerce markets? Discuss. [10 marks]
- c. While the overall size of cyber-crime is unclear at this time, cyber-crime against e-commerce sites is growing rapidly, the amount of losses is growing, and the management

of e-commerce sites must prepare for a variety of criminal assaults. State and explain the key dimensions of e-commerce security? [15 marks]

QUESTION 4

WeTravel 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. WeTravel CEO decides to ask Digitex 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 at Digitex Consultancy, you are asked to

a. produce a brief report clearly outlining the requirements for moving to a web-based channel. Your report should discuss:

- Software, hardware and network requirements
- Payment Systems and Payment Gateways
- Legal and intellectual property requirements

[15 marks]

b. You choose to use social media marketing in your e-marketing strategic plan. Why is it a necessity for WeTravel and how will it help the business to engage effectively with the audience? [15 marks]

END OF EXAMINATION