



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF APPLIED SCIENCES

DEPARTMENT OF INFORMATICS AND ANALYTICS

ELECTRONIC COMMERCE SIA1102

First Semester Examinations 2024

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Mrs. M. Dzinomwa
External Examiner's Name: Dr L.C Sakala

INSTRUCTIONS

1. Answer any four (4) questions.
2. Each question carries 25 marks.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
POSSIBLE TOTAL MARKS	100

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QUESTION ONE

- a) Electronic commerce (e-commerce) has transformed how businesses and consumers interact by leveraging the unique characteristics of digital technology. Describe any seven (7) distinctive characteristics of electronic commerce. [14]
- b) Using the three dimensions of product, process, and delivery agent, describe the following types of organisations:
- i. Brick and Mortar [2]
 - ii. Pure-play [2]
 - iii. Click and Mortar [2]
- c) Specify the benefits of the e-tailing business model to the consumer and the business. [5]

QUESTION TWO

You became acquainted with Jane, the proprietor of a high-end coffee shop, over time. During the height of the COVID-19 pandemic, Jane made the decision to move her firm online and discontinue its retail component. She turns to you for help as the friendly neighbourhood informatics practitioner:

- a) Discuss four aspects, from a legal standpoint, of moving her business online that Jane needs to consider that would be different from operating a retail location. [8]
- b) Moving online enables Jane to consider alternative business models to the traditional commerce merchant model. Discuss two business models that might be relevant to her coffee business, highlighting both the business activity and financial model. [7]
- c) Discuss the metrics she could use to measure the success of the business. [10]

QUESTION THREE

- a) Analyse the components of the general architecture of a web-based e-commerce system. [10]
- b) A Zimbabwean merchant wants to use a website to sell laptops online. Discuss any two applicable regulations and the steps needed to comply with each. [10]
- c) Discuss the strengths and weaknesses of showing stock levels on a commercial site. [5]

QUESTION FOUR

Security is a critical concern for both customers and merchants in electronic commerce due to the reliance on digital transactions and data sharing.

- a) Identify and explain three major security risks faced by customers in electronic commerce. [9]
- b) Discuss three key security challenges that merchants encounter in e-commerce operations. [9]
- c) Propose two strategies that can be implemented to enhance security for both customers and merchants in electronic commerce. Justify your recommendations. [7]

QUESTION FIVE

- a) Discuss five factors to consider in achieving a competitive advantage within electronic commerce. [15]
- b) Explain the following legal and ethical issues in e-commerce:
 - i. Domain names [2]
 - ii. Web tracking [2]
 - iii. Patents, Trademark and Copyrights. [6]

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