

QP CODE 2085528202

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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: VIII

552 MG82 E-COMMERCE

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define E-Commerce. (2 Marks)
b) How and why does a company conduct value chain? (6 Marks)
c) List down any 4 business capabilities that have arisen due to improved ways of conducting business. (4 Marks)
d) What are the different models of E-Commerce? (8 Marks)
2. a) What is a reverse auction? (2 Marks)
b) Explain about B2C model. (10 Marks)
c) Explain in detail on E-marketing. (8 Marks)
3. a) What is meant by architecture of the internet? (2 Marks)
b) Distinguish between the application of extranet and intranet. (12 Marks)
c) Discuss management issues that arise when businesses utilize the Internet as an information and communications tool. (6 Marks)
4. a) What are ecommerce infrastructures? (2 Marks)
b) Distinguish between e-commerce and mobile commerce. (6 Marks)
c) What are the benefits of web analytics? (12 Marks)
5. a) What is a Computer Network? (2 Marks)
b) Elaborate on the applications of M-Commerce. (12 Marks)
c) Elaborate on at least 3 M-commerce strategies you would use for your business. (6 Marks)
6. a) What do the letters VPN stand for? (2 Marks)
b) What are the different types of E-marketplaces? (10 Marks)
c) Elaborate on JIT with an example. (8 Marks)
7. a) What is meant by a firewall? (2 Marks)

b) What factors are to be taken into consideration when designing an intranet?

(8 Marks)

c) Give reasons as to why a business would implement an extranet.

(10 Marks)