



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF ENGINEERING, APPLIED SCIENCES AND TECHNOLOGY

DEPARTMENT: COMPUTER SCIENCE AND INFORMATION SYSTEMS

MODULE: EBUSINESS

CODE: INSY221

SESSIONAL EXAMINATIONS

APRIL 2024

DURATION: 3 HOURS

EXAMINER: MR L. RUVINGA

---

### INSTRUCTIONS

- 1. Answer ALL questions in Section A*
- 2. Answer Any **three (3)** questions in Section B*
- 3. Start a new question on a fresh page*
- 4. Total marks 100*

*Additional material(s): None*

## **SECTION A**

### **Question 1**

- a.) Maestro Logistics is an established company in Mutare. The company was incepted in 1999 to carry out the business of transport and logistics. Over the years the firm has applied traditional methods of information processing and data management. You have been hired as an information system professional to transform the company's information systems. In a meeting with the company's Chief Executive Officer, she argues that you should start off by introducing electronic commerce to put the firm on the global arena. State whether or not you are agreeable to her idea. Defend your position. **[10 Marks]**
- b.) In the case 1a.) above, the existing manual processes have been associated with increasing costs and redundancies, placing the firm at a disadvantage in terms of competitiveness. It is evident that the current processes need attention. As an information systems specialist which management approach would you apply to save the situation? **[10 Marks]**

### **Question 2**

- a.) Artificial intelligence is increasingly dominating the Customer Relationship Management (CRM) space in the modern-day business. Explain with practical examples how the technology is being applied in the CRM space. **[10 Marks]**
- b.) Traditionally, businesses have competed for geographical coverage where entities with physical presence outcompeted those with little or no presence. With the ongoing digital transformation, we have witnessed the emergence of two distinct groups of customers; digital emigrants and digital natives. Explain how you would tailor your products to accommodate the two. **[10 Marks]**

## **SECTION B**

### **Question 3**

- a.) Define Web 3.0 and discuss its role in the Fourth Industrial Revolution(4IR) **[ 10 Marks]**
- b.) Identify and explain the infrastructure components required to run an efficient EDI System. **[10 Marks]**

### **Question 4**

You are engaged to advise an upcoming business entity on possible threats to their information assets before the launch of an ecommerce website. Draw a write up for the management outlining potential security threats and propose mitigatory measures to keep the commerce platform safe from breach. **[20 Marks]**

**Question 5**

Explain the unique features of ecommerce that differentiates it from traditional bricks and mortar businesses. **[20 Marks]**

**Question 6**

As an electronic business solution architect, you have been tasked to develop an online platform for an agricultural concern in Zimbabwe. The business is a diversified entity with international presence heavily invested in seed production, food processing and ranching. Explain how your platform will enable interactions between various stakeholders involved. **[20 Marks]**

**END OF EXAMINATION**