



# 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  
DECEMBER-2023

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.) Define the following terms giving practical examples
  - i. E-commerce [ 2 Marks]
  - ii. eBusiness [ 2 Marks]
  - iii. Intranet [ 2 Marks]
- b.) Describe the 7 Principles of Business Process Re-engineering [14 Marks]

### **Question 2**

- a.) Identify any business in Zimbabwe which is effectively using Customer Relationship Management (CRM) outlining how the technology is being applied to add value to its operations [10 Marks]
- b.) Electronic Data Interchange (EDI) has a standard architecture. Illustrate the components included in building EDI systems [10 Marks]

## **SECTION B**

### **Question 3**

- a.) Define Web 3.0 and discuss its role in the Fourth Industrial Revolution(4IR)[ 10 Marks]
- b.) Explain any five major trends driving e-Business in Zimbabwe [10 Marks]

### **Question 4**

Security is of paramount importance in the implementation of eBusiness systems. Discuss five (5) major security threats to eBusiness systems suggesting possible mechanisms to protect a company's digital assets. [20 Marks]

### **Question 5**

A budding hardware company, Digisol Hardware is in the business of selling construction materials, agricultural implements, electrical accessories and mining equipment among a variety of products. You have just been appointed the Chief Information Officer (CIO) of the firm. Your immediate task is to convince management on the adoption of eCommerce to aid the firm's growth strategy. Draw a write up explaining the features of ecommerce and how they will benefit Digisol Systems. [20 Marks]

### **Question 6**

In recent years, we have witnessed phenomenal growth of the Web. The trend is conducting business online. Of note is Alibaba.com, which has propelled quite a number of SMEs and large enterprises in their participation on the online market place. Giving practical examples, discuss any five (5) ecommerce business models in use on Alibaba. [20 Marks]

**END OF EXAMINATION**