

#### MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF APPLIED SCIENCES AND TECHNOLOGY

**INFORMATION SYSTEMS DEPARTMENT**

**E-BUSINESS**

**CODE: BSCIS122**

### SESSIONAL EXAMINATIONS

**MAY/JUNE 2019**

**DURATION: 3 HOURS**

**EXAMINER: MR P.T. DENHERE**

## INSTRUCTIONS

1. *Answer* ***ALL*** *sections in this paper*
2. *Paper consists of* ***SECTIONS A*** *and* ***B***
3. *Total number of marks is 100*

**SECTION A**

**COMPULSORY SECTION**

**Question 1**

1. Outline how the marketing mix elements can be used as a tool in gaining competitive advantage over rivalry in e-business. [20]
2. Clearly demonstrate with the aid of a diagram the constructs of an E-marketing plan. [20]

**SECTION B**

**ANSWER ANY THREE QUESTIONS FROM THIS SECTION**

Each question in this section carries 20 marks

**Question 2**

Clearly demonstrate how knowledge management can be used as a domain in e-business success. [20]

**Question 3**

Evaluate the role of Business Intelligence in Customer Relationship Management. [20]

**Question 4**

Outline how the concept of Supply Chain Management can be applied to:

1. Service Business Process Management [10]
2. Business Process Reengineering [10]

**Question 5**

1. Explain how electronic payment systems work. [10]
2. Outline **five** ways of securing e-transactions. [10]

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