

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF INTELLIGENCE AND SECURITY STUDIES

PROGRAMMES: BCOM FI & BBAPSS

E-CommerceBS426 (1)

JUN 2025

DURATION: 3 HOURS

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

- (i) Answer **ALL** questions in Section A. Choose any **THREE** questions from Section B.
 - (ii) Each question carries **25 marks**.
 - (iii) Start each answer on a new page.
 - (iv) No cell phones are allowed into the examination room.
-

SECTION A (Compulsory)

Answer all questions in this section

QUESTION ONE

(a). A popular online retail store, ShopSmart, experienced significant growth in its sales over the past year. In January, the store reported sales of \$50,000, which increased to \$120,000 by December. The store's marketing expenses for the year totaled \$15,000. Meanwhile, TechGadgets, an online electronics retailer, had sales of \$200,000 and a cost of goods sold (COGS) of \$120,000. TechGadgets also incurred

operating expenses (including shipping, marketing, and salaries) of \$30,000. Based on this information, answer the following:

(ai). Calculate the percentage increase in sales for ShopSmart from January to December. [2 marks]

(ii). Determine the return on investment (ROI) for ShopSmart's marketing expenses if the increase in sales is considered the return. [3 marks]

(iii). What is the net profit margin for TechGadgets, expressed as a percentage of total sales? [4 marks]

(bi). In planning for the next fiscal year, an online retail company, TrendyShop, needs to create a detailed budget. The company anticipates the following figures based on its previous performance and market research:

- Projected Sales Revenue: \$500,000
- Cost of Goods Sold (COGS): 60% of sales
- Marketing Expenses: \$50,000
- Operating Expenses: \$70,000
- Shipping Costs: \$20,000
- Customer Service Expenses: \$15,000

Using this information, answer the following questions:

(i). Calculate the total Cost of Goods Sold (COGS) for TrendyShop based on the projected sales revenue. [4 marks]

(ii). What will be the total operating expenses, including marketing, shipping, and customer service? [4 marks]

(iii). From part (ii) above, determine the gross profit. [4 marks]

(v). What is the net profit margin as a percentage of projected sales revenue?

[4 marks]

SECTION B

ANSWER ANY THREE QUESTIONS IN THIS SECTION

QUESTION TWO

Using practical examples discuss how social media platforms influence consumer behavior and purchasing decisions in e-Commerce.

[25 Marks]

QUESTION THREE

Using practical examples, discuss how the COVID-19 pandemic has accelerated the growth of e-Commerce.

[25 Marks]

QUESTION FOUR

- a) Using practical examples, analyse how elevator pitches can be integrated into eCommerce marketing strategies. **[10 Marks]**
- b) Discuss the benefits of using concise and persuasive pitches in digital marketing campaigns. **[15 Marks]**

QUESTION FIVE

- a) Using practical examples, examine the challenges eCommerce businesses face when collecting and analyzing data. **[10 Marks]**
- b) Discuss ethical considerations that companies should keep in mind regarding consumer privacy and data security. **[15 Marks]**

QUESTION SIX

- a) Using practical examples, discuss various ways of integrating Social Media and E-commerce in the evolution of modern retail. **[15 Marks]**

b) Evaluate the role of e-commerce analytics in driving business decisions.

[10 Marks]

END OF PAPER