



Introduction to IT & IS

IT101

Assignment 4

Deadline: Thursday 8/4/2021 @ 23:59

[Total Mark for this Assignment is 5]

Student Details:

Name: ###

ID: ###

CRN: ###

Instructions:

- You must submit two separate copies (**one Word file and one PDF file**) using the Assignment Template on Blackboard via the allocated folder. These files **must not be in compressed format**.
- It is your responsibility to check and make sure that you have uploaded both the correct files.
- Zero mark will be given if you try to bypass the SafeAssign (e.g. misspell words, remove spaces between words, hide characters, use different character sets or languages other than English or any kind of manipulation).
- Email submission will not be accepted.
- You are advised to make your work clear and well-presented. This includes filling your information on the cover page.
- You must use this template, failing which will result in zero mark.
- You **MUST** show all your work, and text must not be converted into an image, unless specified otherwise by the question.
- Late submission will result in ZERO mark.
- The work should be your own, copying from students or other resources will result in ZERO mark.
- Use **Times New Roman** font for all your answers.

Learning
Outcome 3:

Classify the
business areas to
which computers
may be applied.

Question One

(1.5 Marks)

Customer relationship management (CRM) can be viewed as an integrated system of Web-enabled software tools and databases accomplishing a variety of customer-focused business processes that support the three phases of the relationship between a business and its customers. Explain in your own words these three phases in CRM?

The below are the three phases:

Acquisition: The first step in establishing a corporate partnership has traditionally been customer acquisition. This information improves targeting to prevent bottlenecks and facilitate relationship building activities. CRM applications and databases help in lead acquisition by doing better contract management, sales prospecting, selling, direct marketing, and fulfillment.

Enhance: CRM supports outstanding offerings from a responsive network unit of sales and operation professionals, as well as corporate associates, to keep customers satisfied. A straightforward viewpoint is that pleasing a customer during a single purchase encounter increases the chance of a subsequent return.

CRM analytics software and databases help in the retention and growth of a company's business through customized promotions and relationship marketing services. Reduce the turnover rate of the organization by proactive data analysis, regular and structured follow-up communications with contacts, and well-served accounts.

*Learning**Outcome 3:*

Classify the business areas to which computers may be applied.

Question Two**[1.5 Mark]**

What is supply chain management (SCM)? List two of business benefits that are possible with effective supply chain management systems.

What is supply chain management (SCM)?

The control of the movement of products and resources is known as supply chain management, and it covers all processes that convert raw materials into finished goods. It involves actively streamlining a company's supply-side processes in order to increase customer loyalty and gain a market advantage in the industry.

SCM refers to a manufacturer's attempts to plan and implement supply chains that are as dependable and cost-effective as possible. Manufacturing and product development are both part of supply chains, as are the information networks that help to manage these operations.

- 1- **List two of the industry advantages that can be realized with successful supply chain management systems.**
- 2- Increases Profit Leverage – Supply chain operators are well-liked by businesses, and they help in the control and reduction of supply chain costs. This will significantly increase the company's profits. For example, because Americans purchase 2.7 billion boxes of cereal per year, reducing cereal supply chain costs by one cent per package saves the industry \$13 million over five years.
- 3- Lowers the usage of huge fixed assets in the supply chain, such as plants, stores, and delivery equipment. – Businesses value supply

chain managers because they reduce the usage of huge fixed assets such as factories, stores, and delivery equipment in the supply chain. The network will be upgraded if supply chain analysts are hired.

*Learning**Outcome 4:*

Demonstrate the use of emerging technology drivers such as Electronic Business, Data Mining and Networking solutions.

Question Three**[1 Mark]**

Many companies today are participating in or sponsoring four basic categories of e-commerce applications. Explain in your own words these four categories.

Wholesale and retail:

Ecommerce has a wide range of applications in this field. E-retailing is the business-to-consumer (B2C) and business-to-business (B2B) sale of goods and services by online retailers that use automated shopping carts and electronic catalogues. M-commerce, or mobile commerce, is a subset of retail ecommerce in which a consumer uses their mobile computer to buy goods and services from a retailer's mobile optimized website. Rather than printing invoices or receipts on paper, these retailers accept payments via credit or debit cards, online wallets, or internet banking.

Online Promotion:

This extends, among other things, to the gathering of information on consumer preferences, wishes, wants, and shopping patterns. Since this data can be used to provide customers with a more personalized and better purchasing experience, it helps marketing efforts such as price setting, negotiating, enhancing product capabilities, and building healthy customer relationships.

Money and Finance:

E-commerce is widely used by banks and other financial institutions. Customers can use internet banking to, among other items, check account balances, transfer money to other accounts held by them or others, pay bills, and pay insurance premiums. Individuals can also sell stocks online and access stock trading information from websites that display business news, charts, and results ratings.

Production of goods:

Ecommerce is often used in supply chain operations; traditionally, a network of companies forms an interactive forum to facilitate the purchase and sale of goods, the sharing of price information, and back-office information such as inventory management. This promotes the movement of raw materials and finished products between member companies as well as between sectors.

*Learning**Outcome 4:*

Demonstrate the use of emerging technology drivers such as Electronic Business, Data Mining and Networking solutions.

Question Four**[1 Mark]**

The essential e-commerce processes are required for the successful operation and management of e-commerce activities. There are nine key components of an e-commerce process architecture that is the foundation of the e-commerce initiatives of many companies today. Explain only five of them.

1- Security and access control:

Access management is a protection strategy in a computer system that regulates who or what can view or use facilities. It is a basic security philosophy that eliminates the enterprise's or organization's risk.

2-Personalization and profiling:

are processes that gather information about you and your website behavior and choices and use that information to build electronic profiles of your characteristics and interests. These profiles are then used to identify you as a specific customer and provide you with a personalized experience of the site's contents, as well as product feedback and targeted web advertising.

3-Content Management:

Technology assists e-commerce companies in creating, generating, distributing, updating, and archiving text and multimedia data on their websites.

4-Search Management:

Efficient and dependable search mechanisms assist consumers in locating the specific product or service they wish to compare or purchase on an e-commerce website.

5- Catalog Administration:

The use of software aids in the development and management of catalogue resources.