



UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY (EXTERNAL)

Academic Year 2018 – 3rd Year Examination – Semester 6

IT6305 : e-Business Applications

06th October, 2018

(TWO HOURS)

To be completed by the candidate

BIT Examination Index No:

Important Instructions:

- The duration of the paper is **2 (two) hours**.
- The medium of instruction and questions is English.
- This paper has **4 questions** and **16 pages**.
- **Answer all questions.** All questions **carry** equal marks.
- **Write your answers** in English using the space provided **in this question paper**.
- Do not tear off any part of this answer book.
- Under no circumstances may this book, used or unused, be removed from the Examination Hall by a candidate.
- Note that questions appear on both sides of the paper.
If a page is not printed, please inform the supervisor immediately.
- Calculators are **not** allowed.

Questions Answered

Indicate by a cross (x), (e.g.

X

) the numbers of the questions answered.

To be completed by the candidate by marking a cross (x).	Question numbers		
	1	2	3
To be completed by the examiners:			

- 1) Use the following case study to answer the questions given in Q1 and any other questions referred to the case study.

“CONSTRA” is a leading construction company that has been in business for the last 18 years. The owner of CONSTRA has a wealth of experience in the construction industry in Sri Lanka and the company also has worked collaboratively with International construction companies gaining expert knowledge and experience along the way. CONSTRA has a good team of designers and constructors including architects, surveyors civil/ mechanical/ electrical/ structural/ fire protection engineers, planning consultants, architectural consultants and many layers of workers.

CONSTRA has been constructing, single houses, housing schemes, commercial buildings and high rise apartments. With the recession in the last few years, the construction industry slowed down and CONSTRA lost its Glory. The end of the war in Sri Lanka brought new hope to the construction sector as well as attracted few new competitors with international reputation. These companies came with high technology and the latest machinery and equipment that CONSTRA is second to. The raw material suppliers found new customers as well.

CONSTRA is thinking of building new collaborations with the related industries. There are many other industries that are doing very well such as tourism, hotel industry, manufacturing sector, health sector with the expansion and re-location of many government sector offices. In the North and the East, many hotel projects are going on giving new hope to the construction sector in Sri Lanka.

CONSTRA has 4 branches and a head office in Panadura. The branches and the head office are linked with a basic integrated solution which manages the financial accounting side of their business. It needs a more comprehensive solution to manage, in this competitive environment. CONSTRA is looking at new technologies and collaborations to forge ahead in the industry.

- (a) State the facts in point form and carry out a SWOT analysis to understand the ground situation of the Company ‘CONSTRA’.

(20 Marks)

ANSWER IN THIS BOX

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

- (b) CONSTRA needs to identify the environmental forces working on the company. Illustrate and carry out a Michael Porters Forces Analysis on CONSTRA.

(30 Marks)

ANSWER IN THIS BOX

[illegible]

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

(c) Using the Ansoff Matrix identify the Opportunities for this company to expand its business.

(20 Marks)

ANSWER IN THIS BOX

ANSWER IN THIS BOX

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

- (d) Propose the Two (2) most suitable eBusiness models for CONSTRA to go forward expanding their business. Justify your answer.

(30 Marks)

ANSWER IN THIS BOX

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

- 2) a) Describe the meaning of the following statement discussing the benefits and problems associated with it.

“eBusiness moves businesses from place to space!”

(20 Marks)

ANSWER IN THIS BOX

- b) Illustrate and briefly describe the stages of the eBusiness Roadmap. In the roadmap, point out where the company 'CONSTRA' (mentioned in the case study in Q1) is and the next step it should take. Justify your answer.

(50 Marks)

ANSWER IN THIS BOX

[illegible]

- c) Briefly discuss the benefits and challenges faced by a company trying to establish CRM systems and SCM systems.

(30 Marks)

ANSWER IN THIS BOX

3)

a) Explain the following statements using an example for each:

- i. “When Bargaining Power of Suppliers is high in an industry, it is beneficial to use ‘Backward Integration’ to have the competitive advantage.”
- ii. “When the threat of new entrants is high, and the Rivalry among competitors are high in a particular industry, it is advisable to use the ‘Revenue sharing eBusiness Model’ to carry out value added product differentiation”

(40 Marks)**ANSWER IN THIS BOX**

- c) Briefly describe how Social Networking can be used to bring wrong doers in the society to be given punishment and so to make a better society. Give examples to illustrate your answer.

(20 Marks)

ANSWER IN THIS BOX

- 4) a) The Seven Es of eTransformation is a formal methodology used to take companies through the transformation process successfully. Illustrate the 7Es in eTransformation methodology and discuss the following stages.
- i. eBusiness Strategy development
 - ii. eReadiness
 - iii. eSystems
 - iv. 7 S Model for Change management

(50 Marks)

ANSWER IN THIS BOX

- b) Describe an application where ICT could be effectively used in the Health Sector in Developing countries. Briefly discuss the following:
- The problem being addressed
 - The solution proposed
 - The challenges faced
 - The sectors of society benefiting from the proposed solution.

(30 Marks)

ANSWER IN THIS BOX

- c) Product digitization has made a revolutionary change in eBusiness. Briefly explain five (5) products that can be digitized to bring revenue to the business and five (5) products or services that cannot be so digitized.

(20 Marks)

ANSWER IN THIS BOX
