



UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY (EXTERNAL)

Academic Year 2014/2015 – 3rd Year Examination – Semester 6

IT6304 – eBusiness Applications
Structured Question Paper

19th July 2015
(TWO HOUR)

To be completed by the candidate

BIT Examination Index No:

Important Instructions:

- The duration of the paper is **2 (two) hour**.
- The medium of instruction and questions is English.
- This paper has **4 questions** and **16 pages**.
- **Answer all questions.** All questions carry similar 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.

Questions Answered

Indicate by a cross (×), (e.g.

| |
|---|
| × |
|---|

) the numbers of the questions answered.

| To be completed by the candidate by marking a cross (×). | Question numbers | | | |
|--|------------------|---|---|---|
| | 1 | 2 | 3 | 4 |
| To be completed by the examiners: | | | | |
| | | | | |
| | | | | |

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

The market leader in the chocolate industry in Sri Lanka is a company which has been operating in the market for the last thirty (30) years. It had a market share of over 70% in 1990s and lost its share to foreign chocolate brands and currently has a share of 52% but is still maintaining the position of market leader with some difficulty. The market seems saturated with many local and foreign competitors and importers with many products.

Their factory uses the state-of-the art machinery and 100% cocoa butter from the cocoa produced entirely in Sri Lanka. Their raw materials depend entirely on Sri Lankan suppliers who have a strong united association. It has a well trained labour work force of over 500 in 3 factories situated in different parts of the country. “Chocos” does their own research and development to come up with new products and has over 50 distributors island-wide with a fleet of sales representatives working for them.

“Chocos” used to market and sell their products outside Sri Lanka. However, their market is shrinking in the global market due to heavy competition. Their local and international marketing strategy seems to be not very focused as it has not given the exposure to their range of products. They have a B2C web based solution that the company uses to market their products to customers. It has the facility to view the products and link up with the 3 factories, however, any other interactivity such as online ordering and supplier management and customer management is not incorporated. They hardly use Internet based marketing to promote their products in the local/global market.

As a newly recruited Management Trainee, you are expected to do a proper analysis and develop strategies to market the products in the local/global market. You are expected to strengthen the online collaborations you can establish with customers, corporate customers, regions, other products and other industries that deal with chocolate based products.

- (a) Identify the Strengths, Weaknesses, Opportunities and Threats for the chocolate manufacturing company ‘Chocos’.

(40 Marks)

ANSWER IN THIS BOX

| |
|--|
| |
| |
| |
| |
| |
| |
| |
| |
| |
| |

(b)

Identify whether the ‘Bargaining power of customers’ and ‘Rivalry among competitors’ are high or low for this company. Propose 4 strategies to deal with these situations identified through your analysis.

(30 Marks)

ANSWER IN THIS BOX

- (c) Propose two most suitable eBusiness Models for ‘Chocos’ to collaboratively work using eBusiness to expand their market share. Illustrate and explain why you think they are the most suitable eBusiness Models.

(30 Marks)

ANSWER IN THIS BOX

Q2

- (a) eBusiness Models are useful for brick and mortar companies to transform into eBusiness in a beneficial manner. Illustrate and briefly describe the following eBusiness models and their advantages to the business organisations and its customers.
- i. Supply Chain Model
 - ii. Global Trade Platform

(30 Marks)

ANSWER IN THIS BOX

- (b) State whether the following statements are 'true' or 'false'? Justify your answer using illustrations and an example each.
- "When the 'bargaining power of suppliers' is high and 'the rivalry among the competitors' is low, a company can use the 'revenue sharing eBusiness model' to lower the power of suppliers."
 - "When the 'threat of new entrants' is high in an industry and 'the rivalry of competitors' is high, existing companies could use the 'Digital Value Hub' ebusiness model to lower the competitiveness faced by the company."

(40 marks)

ANSWER IN THIS BOX

ANSWER IN THIS BOX

- (c) Briefly explain how CRM and SCM can help an organisation to achieve competitive advantage over existing competition as well as over new entrants to the industry.

(30 Marks)

ANSWER IN THIS BOX

Q3

- (a) Briefly describe how eAuction Models in eBay and other places have helped SMEs (Small and Medium Enterprises) to gain business advantage.

(20 Marks)

ANSWER IN THIS BOX[illegible]

(b) An organisation going to become an eBusiness has to follow a proper progressive iterative path. There are many aspects that an organisation will have to look into when eTransforming from a traditional business to an eBusiness. Illustrate and briefly discuss the following stages of the 7Es of eTransformation.

- i. eReadiness
- ii. eBusiness goals and strategies
- iii. Evolution
- iv. eSystems

(40 Marks)

ANSWER IN THIS BOX

(c) Describe how ‘Product Disruption’ and ‘Price Disruption’ has helped eBusiness in a positive manner.

(20 Marks)

ANSWER IN THIS BOX

(d) State four (4) advantages and four (4) disadvantages of Social Networking to the business community and society.

(20 Marks)

ANSWER IN THIS BOX

Q4

- (a) Roadmaps are used by companies to follow a progressive path to take towards eBusiness.
Briefly explain the steps in the eBusiness Roadmap.

(40 Marks)

ANSWER IN THIS BOX

[illegible]

Index No

(b) Give three (3) examples of how Social Media Marketing can be used for marketing web based companies and use “Chocos” to give an example each.

(30 Marks)

ANSWER IN THIS BOX

(c) A charity organisation is maintaining a 'Home for the Aged' looking after old people and their wellbeing through donations received globally. Briefly explain three (3) advantages where eBusiness can be used for the benefit of this home to have a healthy and a happy contented life for the people who live there and the continuity of the home.

(30 Marks)

ANSWER IN THIS BOX