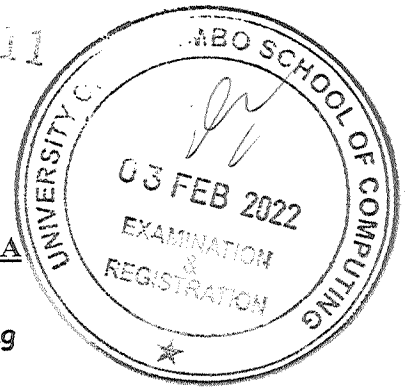




UNIVERSITY OF COLOMBO, SRI LANKA

University of Colombo School of Computing



BACHELOR OF SCIENCE IN INFORMATION SYSTEMS

Second Year Examination – Semester II – 2021/2022

IS2112 – e-Business Strategies (Part A)

TWO (2) HOURS (for both parts A & B)

To be completed by the candidate

Examination Index No:

Important Instructions to candidates:

1. The medium of instruction and question is **English**.
2. Write your answers in **English**.
3. If a page or a part of this question paper is not printed, please inform the supervisor immediately.
4. Note that questions appear on both sides of the paper. If a page is not printed, please inform the supervisor immediately.
5. Write your index number on each and every page of the answer paper.
6. **Part A** has 2 questions in **09** pages.
7. Answer **ALL** questions. All questions carry equal marks (**25** marks).
8. **This paper consists of two parts, Part A (Question No 1 and Question No 2) and Part B (Question No 3 and Question No 4) and submit separately.**
9. Any electronic device capable of storing and retrieving text including electronic dictionaries and mobile phones are not allowed.
10. **Non-Programmable** calculators are **not allowed**.

For Examiner's use only

Question No	Marks
1	
2	
3	
4	
Total	

Index No:

Part A

Question 1

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

"Blossoms" is a Day Care Centre and a pre-school for children of foreign nationals and Sri Lankans within the age of 2 years to 5 years. It has been in operation for the last Ten (10) years and has the capacity to look after 50 children in their centre located in Nawala. It has many class rooms, a safe play area, indoor and outdoor activity areas and a spacious garden. They have 5 teachers, 5 female assistants to look after the children, 1 labourer to clean the premises and a security person working at "Blossoms" at any given moment. The teachers have diplomas in childcare or have followed Montessori courses. Therefore, they are highly skilled and are capable of nurturing the babies and toddlers. The owner Mrs. Rose Fonseka had been working in a Montessori in Australia for the last 17 years before she commenced the childcare centre at Nawala.

The classrooms are tidy, has a lot of educational toys, activities and has utmost care on security of the children. There are many outdoor activities as well such as a sand pit, play area, climbers, swings, see-saw, gardening space and a play area as well. Baby sitters and carers are all trained in first aid as well. The childcare centre is open from 8.00 am to 6.00 pm, till the parents finish their work and pick up the children. Furthermore, there are other requests coming from parents for after school care for 5 – 10 year olds and that request is also being considered. Parents are also very demanding wanting more and more facilities and learning activities for their children comparing with other childcare centres in the area. "Blossoms" hopes to have a collaboration with a food supplier to provide healthy food for children if parents have requested food and paid for the food in advance.

Mrs Fonseka wants to expand the childcare centre to include parents' requests. She also wishes to carry out marketing electronically using web based solutions and social media marketing. She wishes to include the children's progress, messages to parents, monthly payments, reminders to parents and many more activities through their web-based system. Furthermore, "Blossoms" wants to market to the higher income group of the society as well as, to people living not only in and around the centre, but, people who travel along that route to work. Since there are many Day Care centres in these areas, there is heavy competition to get new admissions from affluent parents. There are also strict government guidelines to be followed by Child Care providers to ensure safety of the children.

The IT company that you work in has been hired to eTransform the company. You are asked to identify the business opportunities for this venture and develop a plan to eTransform the company to do most of their business, marketing and administrative tasks online.

- (a) Carryout a Situational Analysis for "Blossoms". Identify the Strengths, Weaknesses, Opportunities and Threats for this company.

[8 Marks]

Index No:

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100

- [9 Marks]

[illegible]

Index No:

Question 2

- (a) Are the following statements true or false? Justify your answer using an example each.
- "When the 'Bargaining Power of Customers' are high during this Covid-19 pandemic, a Supermarket Chain can use the 'Supply Chain eBusiness model' to deal with the situation."
 - "When the 'Threat of New Entrants' and the 'Rivalry among competitors' are high in an industry, companies could use the 'digital value hub eBusiness model' to carry out value added product differentiation to gain the competitive advantage."

[4 Marks]

[illegible]

Index No:

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- (c) The Covid-19 Pandemic changed the way every industry operates by working online. Briefly Describe an application where ICT based solutions could be effectively used in the Health Sector in a Developing country. Briefly discuss the following:
- The problem being addressed,
 - The solution proposed,
 - The challenges faced,
 - The sectors of the society benefiting from the proposed solution.

[5 Marks]
