





University of Colombo, Sri Lanka

University of Colombo School of Computing

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS

Second Year Examination - Semester II - UCSC AY20 [held in March/ April 2024]

IS2112 — eBusiness Strategies

(Two (2) Hours)

Answer ALL questions

Number of Questions = 4

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Index Number:							

Important Instructions to Candidates:

Number of Pages = 16

- I. Students should answer in the medium of English language only using the space provided in this question paper.
- II. Note that questions appear on both sides of the paper. If a page or a part of this question paper is not printed, please inform the supervisor immediately.
- III. Write your index number CLEARLY on each and every page of this Question paper.
- IV. This paper consists of 4 questions in 16 pages (including the Cover Page).
- V. Answer ALL questions. Questions carry equal marks.
- VI. Calculators and any electronic device capable of storing and retrieving text including electronic dictionaries, smart watches and mobile phones are not allowed.
- VII. 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

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Question 1

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

"BUILDER" is a leading building construction company that has been in business for the last 20 years. The owner of BUILDER, Mr. Buddy Perera, 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.

BUILDER 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. BUILDER has been constructing single houses, housing schemes, commercial buildings and high-rise apartments.

The end of the war in Sri Lanka brought new hope to the construction sector as well as attracted a few new competitors with international reputation. These companies came with high technology and the latest machinery and equipment that BUILDER is second to. The raw material suppliers found new customers as well. Suppliers of raw materials in the construction sector have many companies to cater to. In the North and the East, many hotel projects are going on giving new hope to the construction sector in Sri Lanka. However, with Covid-19 pandemic and the recession in the last few years, the construction industry slowed down tremendously and BUILDER is losing its glory.

BUILDER 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. BUILDER is thinking of a new collaborative project of designing and constructing high-quality condominiums, with individually furnished units, which conform to international standards by utilizing premium brands, superior building materials and best-practice construction methods.

BUILDER has 3 branches in Galle, Kandy, Jaffna and a head office in Rathmalana. 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 digital environment.

BUILDER is looking at new technologies and collaborations to forge ahead in the industry.

a)	State the facts in point form and carry out a Situational Analysis to und ground situation of the Company 'BUILDER'.	
		[10 Marks]

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b)	BUILDER needs to identify the environmental forces working on the Illustrate and carry out a Michael Porter's Forces Analysis on BUILDER. answer.	company Justify you
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c)	Propose the Two (02) most suitable eBusiness models for BUILDER expanding the business. Justify your answer with illustrations as to how can be improved by applying these eBusiness models.	to go forward v the business
	can be improved by apprying mose obtainess moders.	[08 Marks]
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a)	Describe the meaning of the following statement discussing the benefits a associated with it.	nd problems
	"eBusiness moves businesses from place to space!"	
	Related to the above statement, list down Five (05) products/services digitised and Five (05) products/services that cannot be digitised.	that can be
<u></u>		[09 Marks]

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Question 2

b)	Are the following statements TRUE or FALSE?
	Explain and justify your answer by illustrating the eBusiness Model using an example
	for each:
	(i) "When there are many Small and Medium companies in an industry that has a potential for foreign buyers in the world while the threat of new entrants is high it is advisable to go for a Global Trade Platform to deal with the complications."
	(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"

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(ii) eTransformation Roadmap(iii)eSystems(iv)Evolution – Change Management	IOO Manda
	[08 Marks
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c) Using an appropriate model for eTransformation is a crucial factor for the successful transformation of a company to move from Real to Virtual. Describe the following

stages of the model 7 Es in eTransformation.

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Question 3

True or False: Justification: b) Compare the internet, intranet and extranet for the "Access" element of eCommerce. [03 Mark] c) Illustrate how the application silos of an organization can be converted to an integrat solution for silos, where ERP systems can be applied for operations, by using t different branches of UCSC (You may take: Examinations and Registration Branc Academic and Publications Division, Finance Division and Network Operatio Centre)		"Long tail SEO is a good technique of gaining site visits for or businesses."	r smaller website
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(ii) State whether the following statement is "True" or "False" and give your

justification with reference to Trade Trek mentioned in Part (a).

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d) Match the with the	he technical terms in the box that relates to security in eBusiness applications e explanations given in (i) to (v). **Keyloggers, Spoofing, Anti-Virus, DOS Attack, Hoax Virus, DOS Attack, DOS Attack, Hoax Virus, DOS Attack, Hoax Virus, DOS Attack, DOS Atta
	DDOS Attack, Macro Virus, Phishing, Trojans, Worms
	Sending emails or other messages showing to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers. [01 Mark]
	Į OX II Zwi ily
	A cyberattack that makes a computer or other device unavailable to its intended users by overwhelming the targeted machine with requests until normal traffic can no longer be processed. [01 Mark]

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	(iv)A cybo trick re	er-attack tecipients i							
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e) Brie	fly explain the concept of Cybersquatting with reference to an exar	nple. <i>[05 Mark</i>
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d) State w	whether the following statements are "True" or "False" and give justifica	tion for your
(i)	Customers being granted with a higher bargaining power has beed disadvantage for mobile commerce.	ome a
True or Fa	alse:	[02 Mark
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(ii)) Vendor Lock-In is a disadvantage in using Software as a Service.	[02 Mark
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(iii) The tag "#GotaGoHome2022" is a folksonomy.	'02 N.CL1
True or False:	02 Marks]
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(iv)A Digital Twin is similar to a Software Prototype.	02 Marks]
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(v) PaaS provides access to resources such as virtual machines and virtu while IaaS provides execution environments, application development deployment tools.	nt, and
True or False:	02 Marks]
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**** End of the Paper ****