UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY (EXTERNAL)

Academic Year 2017 – 3rd Year Examination – Semester 6

IT6305 – eBusiness Applications

Structured Question Paper

25th November 2017
(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 **12 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.

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

1) Use the following case study to answer the questions given in parts (a), (b) and (c).

"CLEAR" is the undisputed leader in the local bottled water industry because of its superior quality, smooth and refreshing nature and exclusive packaging. CLEAR is produced and bottled by a company that comes under a prestigious and diverse Group of Companies that manufactures fresh fruit juices and fizzy drink. The water bottle market is very competitive and has a variety of local and international brands competing in an aggressive manner in the Sri Lankan market. This market has to maintain very high hygiene and quality standards due to strict health regulations.

CLEAR is currently available in a range of bottles offering consumers a choice depending on their needs. Their client base is over 500 companies comprising of both domestic consumers and corporate companies including the largest Sri Lankan and multinational companies in Sri Lanka. CLEAR is Sri Lanka's premium brand of bottled drinking water which is sourced from fine springs of 100% pure water located nearly 200ft below the earth's surface. CLEAR water is purified in a unique and natural process that mimics nature, and is bottled and packed under stringent conditions using the latest machinery which are above and beyond industry standards. CLEAR comes to you in a wide range of bottle sizes that are ideal for many types of uses depending on your personal or corporate requirement. With a convenient door-to-door delivery service CLEAR ensures that customers not only get the best form of hydration with Sri Lanka's best brand of bottled drinking water, but they also get the best service. Empty bottles are bought from a lot of local and a few quality foreign dealers.

The IT company that you work for has been hired to eTransform the above company. You are asked to identify the business opportunities for this venture and develop a plan to eTransform the company to do their business, marketing, administrative tasks, payments and sales monitoring, all online, and also to expand their business to other countries in the region.

(a) Carryout a Situational Analysis for "CLEAR" to identify the Strengths, Weaknesses, Opportunities and Threats for this company.

(10 Marks)

ANSWER IN THIS BOX

(b) Carryout Michael Porter's Five Forces analysis on 'CLEAR' and the industry it is in and propose two (2) eBusiness strategies to deal with the situation to minimise the forces.

(10 Marks)

ANSWER IN THIS BOX

(c) Discuss the new collaborations that 'CLEAR' can establish with corporate customers and how the proposed new eBusiness solution could help to establish these corporate customer collaborations.

(05 Marks)

ANSWER IN THIS BOX

2) (a) Describe the most important aspects to consider when a person is dealing with a virtual organisation.

(04 Marks)

ANSWER IN THIS BOX

(b) Discuss using an example the benefits and issues of using a CRM (Customer Relationship Management) for any organization. Explain how a CRM can be linked to eMarketing or Social Media Marketing for business development.

(08 Marks)

ANSWER IN THIS BOX

(c) Illustrate and briefly describe the stages of the eBusiness Roadmap.

(13 Marks)

ANSWER IN THIS BOX

3) (a) Illustrate and briefly describe the following eBusiness models and their advantages to business organisations and their customers.

i. Extended Enterprise
ii. Digital Value Hub

(07 Marks)

ANSWER IN THIS BOX

(b) Are the following statements true or false? Justify your answer using illustrations where necessary.

i. "When an existing world renowned mobile phone company is introducing a new smart phone to its highly demanding customers in an already highly competitive market, they can use the 'Direct to Customer eBusiness Model' to lower the power of customers."

ii. "When the 'rivalry among existing companies' and the 'demand coming from suppliers' are very high in an industry, companies could use the 'digital value hub model' to deal with the situation and lower the competition."

(10 Marks)

ANSWER IN THIS BOX

(c) Explain how the market has benefited from the "Sense and Respond" concept rather than the "Make and Sell" concept of the earlier era. Use an eBusiness Model as an example to explain the above.

(08 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 and briefly discuss the 7Es in eTransformation methodology and its stages.

(20 Marks)

ANSWER IN THIS BOX

(b) Discuss how an eBusiness solution could be used to find the problems of the general public and to propose solutions to resolve those issues. It should be used to know the opinions of the people as well as their problems, issues, and proposed strategies to solve the problems. Discuss 10 features/activities to be included in the eBusiness solution.

(05 Marks)

ANSWER IN THIS BOX

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