

UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

MIM MALAWI

MSC SUPPLY CHAIN MANAGEMENT

SEMESTER 1 EXAMINATION 2019/2020

E-BUSINESS STRATEGIES AND MODELS

MODULE NO. EBU7004

Date: 11th January, 2020

Time: 9.00 AM – 12.00 PM

INSTRUCTIONS TO CANDIDATES:

There are SIX questions on this paper.

Answer ANY FOUR questions.

All questions carry equal marks.

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MIM Malawi
MSc Supply Chain Management
Semester 1 Examination 2019/2020
E-Business Strategies and Models
Module No. EBU7004

QUESTION 1

SMEs have access to turnkey IT applications that support a number of business functions, for example; Google Analytics for marketing, Amazon, PayPal for e-commerce, social media solutions including Facebook which offers a range of features for SMEs, Skype, Teamviewer and Messenger for collaboration.

Nevertheless, as useful and necessary as they appear at first glance, the adoption and use of these IT applications by SMEs remains low.

Critically discuss four challenges that SMEs face in Africa and propose measures to ease the challenges.

[25 Marks]

QUESTION 2

Strategy implementation is the development of detailed, short-term plans for carrying out the projects agreed on in strategy formulation.

Critically evaluate how the following tools can be effectively used to implement an e-Business strategy.

- (i) Business Process Re-engineering (BPR)
- (ii) Piloting

[25 Marks]

QUESTION 3

E-business architecture is a conceptual framework for the organisation of the E-business infrastructure and applications.

Critically discuss the “three-layered approach” in the development of an e-business architecture. Provide relevant examples pertinent to each layer.

[25 Marks]

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QUESTION 4

The economics of e-business markets sometimes vary from traditional offline markets. Critically discuss within the context of a digital economy the following concepts and provide relevant examples:

- (i) Role of critical mass
- (ii) Pricing

[25 Marks]

QUESTION 5

Social media has become one of the most powerful marketing tools for businesses in recent years. Propose four types of social media and four commonly used social media tools, and critically analyse how companies can effectively use them for their business using appropriate examples.

[25 Marks]

QUESTION 6

Consumer trust is one of the main preconditions for the success of digital commerce. Digital commerce is still relatively new and consumers are not as confident with it as they are with offline shopping.

Critically evaluate three possible measures to protect online consumers

[25 Marks]

END OF QUESTIONS