

UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

MIM, MALAWI

MSC SUPPLY CHAIN MANAGEMENT

SEMESTER 1 EXAMINATION 2018/2019

E-BUSINESS STRATEGIES AND MODELS

MODULE NO. EBU7004

Date: 12th January, 2019

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES:

There are SIX questions on this paper.

Answer FOUR questions.

All questions carry equal marks.

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Semester 1 Examination 2018/2019
E-Business Strategies and Models
Module No. EBU7004

QUESTION 1

Business dictionary describes an efficient market as a market where all pertinent information is available to all participants at the same time, and where prices respond immediately to available information. With reference to a Digital Economy, provide a critical analysis of factors which result in an efficient market in a digital economy.

[25 Marks]

QUESTION 2

E-commerce started through the digitisation of traditional bricks and mortar commercial transactions. It brought about numerous advantages for consumers, such as the convenience of online shopping, increased consumer choice, access to different markets, and less time-consuming online banking and e-payment operations. However, micro, small, and medium-sized enterprises (MSMEs) in Malawi have been engulfed with challenges to make acclaimed benefits a reality. Critically discuss why this is still the case.

[25 Marks]

QUESTION 3

When a business decides to adopt the e-business strategies, systems application development plays an important role in the success of the business. In-sourcing and outsourcing are the two options available for acquiring suitable e-business applications. Provide a critical evaluation of the two options with reference to an organization providing banking services to its clients.

[25 Marks]

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QUESTION 4

A business model determines which goods or services are provided by a company, while a revenue model defines how a company is compensated for what it produces. For example, Uber enabled privately owned cars to be used like taxis, and Airbnb allowed privately owned rooms to be used like hotel rooms. Discuss three revenue models used by any organization operating in Malawi's telecommunications industry. Illustrate your answer with relevant examples.

[25 Marks]

QUESTION 5

Electronic business can be defined as the use of the internet to network and empower business processes, electronic commerce, organizational communication and collaboration within a company and with its customers, suppliers, and other stakeholders (Combe, 2006). Discuss with relevant examples the impact of the internet using Porter's five forces model of industry competition.

[25 Marks]

QUESTION 6

Cybersecurity is the protection of internet-connected systems, including hardware, software and data, from cyberattacks. However, in October, 2018, it was revealed that about 14 million users had highly personal information which included location data and information about relationships, religion and more stolen. Considering that organizations have now adopted business social networking, critically discuss three ways how businesses can protect themselves against risks associated with cyber security?

[25 Marks]

END OF QUESTIONS