UNIVERSITY OF BOLTON

OFF CAMPUS DIVISION

MSC SUPPLY CHAIN MANAGEMENT

MALAYSIA - SCMPC

SEMESTER 2 EXAMINATIONS 2018/2019

EBUSINESS STRATEGY AND MODELS

MODULE NO: EBU7004

Date: Saturday 25th May 2019   **Time: 3 Hours**

INSTRUCTIONS TO CANDIDATES: There are 6 questions on this paper.

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You are required to answer any 4

All questions carry equal marks.

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QUESTIONS

1) Economics of e-business markets some times vary from the traditional offline markets. Within the context of digital (e-business) economy, explain how it affects pricing with relevant examples

(25 Marks)

2) "Strategy formulation is a primary component in the process of development and implementation of e-Business strategies". Provide a critical discussion of how the *SWOT analysis model* can be used to evaluate alternatives and develop an effective e-business strategy.

(25 Marks)

3) "E-business architecture is a conceptual framework for the organisation of the E-business infrastructure and applications". Describe **2** of the steps used for developing e-business architecture. Explain your answer by providing appropriate examples.

(25 Marks)

4) Developing a successful e-business model requires addressing key elements of a business model. Within this context of developing an e-business model, explain the importance of competitive advantage with relevant examples.

(25 Marks)

5) Social media has become one of the powerful marketing tools for businesses in recent years. Describe the various types of social media, the commonly used social media tools, and explain how companies can use them for marketing their businesses. Provide examples where appropriate.

(25 Marks)

6) Developing e-business model has its pros and cons. For e.g. music, industry is affected by the growth of online piracy. At the same time, Wal-Mart is able to run successfully due to e-Business exploitation. Discuss the benefits of e-Business adoption for an organisation.

(25 Marks)

END OF QUESTIONS