



FACULTY OF SCIENCE

ACADEMY OF COMPUTER SCIENCE AND SOFTWARE ENGINEERING	
MODULE	IT00267 E-Business Strategy
CAMPUS	APK
EXAM	JUNE 2016

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EXTERNAL MODERATOR: DR E SMITH (Artiflex)

DURATION: 120 MINUTES **MARKS:** 100

NUMBER OF PAGES: 3

PLEASE TAKE CAREFUL NOTE OF THE FOLLOWING:

1. Answer **ALL** questions **ONLY** in the supplied **ANSWER SHEET**.
 2. Do **NOT** write in pencil. Anything in pencil **WILL NOT BE MARKED**.
 3. Write neatly and legibly.
 4. Answers must pertain to the material covered during the course of the module.
 5. This question paper consists of 9 question sections.
 6. Make sure to read and follow all instructions written in the exam answer sheet.
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QUESTION 1

- 1.1 Briefly discuss E-Commerce and E-Business. Include the following in your discussion: (10)
- The definitions of E-Commerce and E-Business,
 - Two similarities between both concepts, and
 - Two advantages and disadvantages of using E-Commerce and E-Business.
- 1.2 In adopting E-Commerce as a new business venture, organisations need take into account (4)
different considerations. Briefly discuss considerations made from the technology and
environment perspectives of a company that is planning to adopt to using E-Commerce.

[14]

QUESTION 2

- 2.1 Name two factors that affect cloud service prices. (2)
- 2.2 List four capital expenditure items that form part of the total cost of ownership (TCO) of on-premise (4)
cloud solutions.

[6]

QUESTION 3

- 3.1 List three criteria used for selecting web hosting service providers. (3)
- 3.2 Provide three guidelines that can be followed when improving an E-Commerce website's design. (3)
- 3.3 Name three key elements of Web 3.0. (3)

[9]

QUESTION 4

- 4.1 Name and briefly discuss the three main factors influencing the growth of E-Commerce (6)
- 4.2 Name and briefly discuss three E-Commerce problems that still need to be addressed. (6)

[12]

QUESTION 5

- List and briefly discuss five considerations that must be made by organisations planning to use the web (10)
as a new product/service channel

[10]

QUESTION 6

- Name and briefly discuss four considerations an organisation should evaluate when deciding on whether (8)
following a Public or a Private E-Commerce initiative.

[8]

QUESTION 7

Discuss E-Business strategy. Include the following in your discussion: **(14)**

- The definition of E-Business strategy,
- Three questions that need to be addressed when setting an e-business strategy,
- Four other forms of strategies that must accommodate an E-Business strategy, and
- The four development stages of an E-Business Strategy.

[14]

QUESTION 8

According to McKinsey & Company, digitization affects all areas of operation in modern organisations. **(12)**

Name and briefly discuss the six building blocks for creating a high-performing digital enterprise.

[12]

QUESTION 9

Using the knowledge gained during this course, analyse Amazon. Consider the following: **(15)**

- Customer Proposition
- E-Business Category & Revenue Model
- Business Partners
- Geographical Reach
- Potential Legal Issues

[15]

TOTAL: 100 MARKS