



FACULTY OF SCIENCE

ACADEMY OF COMPUTER SCIENCE AND SOFTWARE ENGINEERING	
MODULE	IT00267 / IT28X67 E-Business Strategy
CAMPUS	APK
EXAM	27 May 2019

Date: 27 May 2019

Session: 08:30 – 10:30

Assessor:

Mr BR Greaves

External Moderator:

Prof. A van der Merwe (UP)

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. Write neatly and legibly.
 3. Answers must pertain to the material covered during the course of the module.
 4. This question paper consists of 9 question sections.
 5. Make sure to read and follow all instructions written in the exam answer sheet.
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QUESTION 1

- 1.1 Discuss eCommerce and state any two (2) goals of what it aims to achieve. Then discuss the relationship between eCommerce and eBusiness. In this discussion, include a definition of both concepts. (6)
- 1.2 The most important aspect of E-Commerce is the consumption or access layer (the website). Name and describe two of this layer's required services. (4)

[10]

QUESTION 2

When considering hosting for business webpages and information storage, there are two options; **Cloud** and **On-site Server** hosting. Discuss the pros and cons of each approach. Include a discussion on Total Cost of Ownership.

[10]

QUESTION 3

- 3.1 Discuss the concept of a Value Proposition for quality development of a website. (4)
- 3.2 What is the difference between copyright and patenting? In your discussion discuss what is required for something to be patentable. (6)

[10]

QUESTION 4

- 4.1 What is the "Internet Economy"? (2)
- 4.2 Define Supply Chain Management (SCM). (2)
- 4.3 Name and briefly discuss the three main factors influencing the growth of eCommerce (6)

[10]

QUESTION 5

Discuss five (5) considerations that must be made by organisations planning to use the web as a new product/service channel.

[10]

QUESTION 6

- 6.1 "eCommerce sites shift power away from the seller to the buyer." What is meant by this statement? Discuss the reasons for this shift of power from supplier to customer. (6)
- 6.2 Discuss one (1) advantage of private eCommerce and one (1) advantage of public eCommerce. (4)

[10]

QUESTION 7

- 7.1** Provide a definition for eBusiness Strategy. **(2)**
- 7.2** What are the 4 stages of an eBusiness strategic development process? State and discuss them. **(8)**
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- [10]**

QUESTION 8

According to McKinsey & Company, digitization affects all areas of operation in modern organisations. Name and briefly discuss the six building blocks for creating a high-performing digital enterprise. In your discussion, state what the building blocks are, what they aim to do, and how all of them are inter-related.

[15]

QUESTION 9

Using the knowledge gained during this course, analyse any local B2C or C2C organisation. In your discussion include the following: **(15)**

- Who the organization is
- Why type of model they use
- Customer Proposition
- Revenue Model
- Business Partners and or Recent Expansions/Acquisitions
- Geographical Reach
- Potential Legal Issues

[15]

TOTAL: 100 MARKS