UNIVERSITY
OF
JOHANNESBURG

FACULTY OF SCIENCE

ACADEMY OF COMPUTER SCIENCE AND SOFTWARE ENGINEERING

MODULE	**IT00267 / IT28X67** E-Business Strategy
CAMPUS	**APK**
EXAM	**July 2019**

Date: July 2019   **Session:** 08:00 – 10:00

Assessor: Mr BR Greaves

External Moderator: Prof. A van der Merwe (UP)

Duration: 120 Minutes   **Marks:** 100

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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 Define the term "eCommerce". **(2)**

1.2 Discuss the differences between eCommerce and eBusiness. **(4)**

1.3 Discuss two (2) advantages of eCommerce. **(4)**

[10]

QUESTION 2

2.1 When considering hosting for business webpages and information storage, there are two options; **(6)** **Cloud** and **On-site Server** hosting. Discuss the factors that will affect which option to choose.

2.2 What is Total-Cost-of-Ownership (TCO) when considering the price of an on-premise vs. cloud **(4)** solution? List 2 examples.

[10]

QUESTION 3

Discuss the concept of a Value Proposition with respect to development of a website that will be seen by first-time customers.

[10]

QUESTION 4

4.1 Name and briefly discuss three (3) eCommerce problems that still need to be addressed. **(6)**

4.2 Define Supply Chain Management (SCM) and discuss its goal. **(4)**

[10]

QUESTION 5

5.1 What is a channel? Provide an example. **(2)**

5.2 Discuss two (2) drivers for the adoption of new channels and two (2) factors involved in the **(8)** adoption of new channels.

[10]

QUESTION 6

6.1 Name and discuss two (2) goals of online marketplaces. **(4)**

6.2 Online market-places pose a number of risks for large organisations, name and discuss three (3). **(6)**

[10]

QUESTION 7

Discuss E-Business strategy. Include the following in your discussion:

- 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.

[10]

QUESTION 8

8.1 According to McKinsey & Company, while the digital maturity of a sector or company has a large impact on an organization's approach, strategies tend to fall into five categories. Name the any three of the five categories. **(3)**

8.2 According to McKinsey & Company, digitization affects all areas of operation in modern organisations. They named the following as the six building blocks for creating high-performing digital enterprises: **(12)**

- Strategy and Innovation
- Customer Decision Journey
- Process Automation
- Organisation
- Technology
- Data and Analytics

Discuss how each of the six building blocks help create a high-performing digital enterprise.

[15]

QUESTION 9

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

- Customer Proposition
- E-Business Category & Revenue Model
- Business Partners and/or Recent Expansions/Acquisitions
- Geographical Reach
- Potential Legal Issues

[15]

TOTAL: 100 MARKS