

**UNIVERSITY OF BOLTON**

**SCM PROFESSIONAL CENTRE**

**Business Logistics and Information Systems**

**MSc LSCM, MSc BIS, MSc E-business**

**SEMESTER TWO**  
**EXAMINATION 2008/2009**

**E-BUSINESS STRATEGY AND MODELS**

**MODULE NO: EBU4007DL (KLR)**

Date: Saturday 23<sup>rd</sup> May 2009

Time: 10.00 a.m.

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**INSTRUCTIONS TO CANDIDATES:**

There are SIX questions.

You are required to answer FOUR QUESTIONS.

Answer ALL QUESTIONS in SECTION ONE and answer any TWO QUESTIONS from SECTION TWO.

All questions carry equal marks.

Marks for questions are shown in brackets

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MSc LSCM, Semester Two Examination 2008/2009  
E-business Strategy and Models  
Module No. EBU4007DL (KLR)

**FG.COM**  
**Background**

Fashion Globe (FG.com) launched their online fashion store in 2001. The company provides a large selection of women and menswear, and accessories. It employs 120 people, and operates from their offices in the North West of England and two warehouses, occupying 30000 square metres.

With 5000 products available at any time, the company is extending its offerings by adding 200 new fashion items every week. In the past two years the company has failed to meet their sales targets, but, the company strongly believe that with the necessary ICT and infrastructural investments they could significantly improve their performance. After a meeting of the Board of Directors, a report concluded that FG.com requires a clear and well defined e-strategy supported with substantial background operations to fulfil orders and provide an effective and efficient customer service.

**QUESTIONS**

**SECTION ONE**

1. Recommend a suitable approach to e-business strategy formulation for FG.com. Your recommendation should include the rationale for your choice and significance of each stage/phase.  
**(25 marks)**
2. Recommend a suitable methodology/approach for the successful implementation of E-business initiatives at FG.com  
**(25 marks)**

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**SECTION TWO**

3. Identify and critically evaluate the components of a competitive strategy for the GTAL.  
**(25 marks)**
  
4. GTAL is considering the benefits that could come about as a result of incorporating the Wireless Web Technologies into their business strategy. Critically analyse the key issues that must be addressed prior to GTAL investing heavily in Wireless Web Technologies.  
**(25 marks)**
  
5. Recommend a theoretical framework for measuring E-business Investment.  
**(25 marks)**
  
6. Evaluate the situations under which GTAL should consider the use of intermediaries for marketing purposes.  
**(25 marks)**

**END OF QUESTIONS**