

**UNIVERSITY OF BOLTON**

**SCHOOL OF BUSINESS AND  
CREATIVE TECHNOLOGIES**

**ECOLLEGE LONDON**

**MSc BUSINESS INFORMATION SYSTEMS**

**SEMESTER ONE EXAMINATION 2009/2010**

**E-BUSINESS STRATEGY AND MODELS**

**MODULE NO: EBU4007**

Date: 12<sup>th</sup> February 2010

Time: 10:00am – 12noon.

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**INSTRUCTIONS TO CANDIDATES:**

There are six questions on this paper.

Answer any four questions in relation to the case study provided.

Use Figures where necessary to highlight your answer.

All questions carry equal marks.

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Business and Creative Technologies  
MSc Business Information Systems  
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Module No. EBU4007

**You have been provided with a case study scenario, read the case study and answer the questions**

Plasmania is a retail store specialising in multimedia equipment mainly televisions, sound systems, multimedia PC's and other related equipment. However with the recession it's traditional market for televisions have seen sales dip and has been a worry for the top management. They currently are a chain of stores in UK with presence in 15 major cities in retail parks. Their current turnover is around £25 Million. They are looking for advice on how an e-business model could be used to drive their sales higher by 25%.

Plasmania would like to know what steps need to be taken for them to realise their vision for growth using an e-business platform. Previous customer base consisted of corporate customers and wholesalers. The expectation is that an e-business will enable them to reach newer market segments. Their competition will be established stores like Currys and PC World who have been in the business for longer and therefore would like to differentiate from these businesses.

**QUESTIONS**

1. Explain the various benefits that an e-business model would bring to Plasmania. Explain using two examples how a brick and mortar company has used e-business to grow their sales. [ 25 Marks]
2. What are the different kinds of e-businesses as per the BIG e-business model? Which one of those models would be an ideal one for Plasmania, give a justification based upon your analysis? [ 25 Marks]
3. What are the six steps involved in the creation of an e-business architecture? Explain with reference to Plasmania and how this plan would be affected if it were expanded to deliver products in Europe. [25 Marks]
4. What are the different routes to developing an e-business applications? Analyse how outsourcing the application development process can be an advantage or a disadvantage to Plasmania. [ 25 marks]
5. How can E-marketing offer an advantage over traditional marketing? Evaluate how internet behaviour can be used to attract more customers for Plasmania. [ 25 Marks]
6. What is the effect of emerging E-business trends? Analyse how 'Iphone' has changed the mobile market for Apple or What kindle reader had achieved for Amazon. What areas of innovation should Plasmania focus such that they are competitive? [ 25 Marks]

**END OF QUESTIONS**