

**UNIVERSITY OF BOLTON**

**SCHOOL OF BUSINESS AND CREATIVE  
TECHNOLOGIES**

**RAK CAMPUS**

**MSC SUPPLY CHAIN MANAGEMENT**

**SEMESTER II  
EXAMINATIONS 2009/2010**

**E-BUSINESS STRATEGIES AND MODELS**

**MODULE NO: EBU4007**

Date: Friday 4 June 2010

Time: 5.00 pm – 8.00 pm

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**INSTRUCTIONS TO CANDIDATES:**

There are **SIX** questions on this paper.

Answer **ANY FOUR** questions.

All questions carry equal marks.

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## **QUESTIONS**

- 1) Describe the following electronic business models with suitable examples focussing on the revenue generation and technology elements for each of them.
  - i. Electronic procurement (E-Procurement)
  - ii. Value-chain service providers
  - iii. Information brokerage service providers
  
- 2) Today's organisations take various approaches for developing e-Business applications. These IT systems development options vary depending on the business circumstances and need. Give an overview of *Insourcing (in-house development)* and *Outsourcing* options for e-business applications and provide an in-depth discussion of various advantages and challenges for each of these options.
  
- 3) Strategy formulation is a primary component in the process of development and implementation of e-Business strategies. Provide a critical discussion of how the *GE Multifactor Business Portfolio Matrix* can be used to evaluate alternatives and develop an effective e-business strategy.
  
- 4) Understanding consumer behaviour is critical for achieving success in e-Business as well as offline businesses. Provide a critical discussion of various factors that effect consumer behaviour in online purchasing decisions.
  
- 5) Economics of e-business markets some times vary from the traditional offline markets. Within the context of digital (e-business) economy, explain the following concepts with relevant examples:
  - i. Competition in the digital ecosystems
  - ii. Pricing
  - iii. Role of critical mass
  
- 6) Measuring the effectiveness (success or failure) of the implemented e-business strategies is an important and complex issue for today's organisations. Using appropriate examples, discuss how the *Balance Scorecard* approach can be applied in e-business strategy assessment.

**END OF QUESTIONS**