

Department of Higher Education
University of Computer Studies, Yangon
Fourth Year (B.C.Sc.)
Digital-business and E-commerce Management (CS-401)
September, 2018

Answer all questions

Time Allowed: 3 hours

1. Choose the correct answer for the following. For each choice, write (A), (B), (C), or (D) only. (15 marks)

- (i) Richness is a key characteristic achieved by e-business which refers to:
- A. The depth of information about content, products, prices and availability
 - B. The effectiveness of links with partners
 - C. Different number of customers can interact with categories of information or products
 - D. None of the above
- (ii) Facebook belongs in which category of website?
- A. Brand-building website
 - B. Transactional website
 - C. Social network
 - D. Media or publisher site
- (iii) According to Hitwise in 2010, what were the most popular sites?
- A. Search engines
 - B. Retail outlets
 - C. Online gambling
 - D. Social network
- (iv) What does disintermediation describe?
- A. The creation of new intermediaries within the channel structure
 - B. The introduction of new manufacturers within the channel structure
 - C. The removal of intermediaries from the channel structure
 - D. None of the above
- (v) The architecture of hardware, software, content and data is known as:
- A. Digital-business infrastructure
 - B. Digital-business web structure
 - C. Digital-commerce infrastructure
 - D. None of the above
- (vi) Ethical issue concerned with personal information ownership have been summarized by Mason into four area but which one of the following is FALSE?
- A. Privacy
 - B. Transparency
 - C. Accuracy
 - D. Property
- (vii) What could be an implication for an organisation if a digital-business strategy is not clearly defined?
- A. Clear direction of e-business strategy
 - B. Greater opportunities from evaluation of opportunities
 - C. Effective integration of e-business at a technical level
 - D. None of the above are applicable

- (viii) Transactions between an organisation and its customers and intermediaries, equivalent to sell-side e-commerce is known as:
- A. Supply streaming
 - B. The downstream supply chain
 - C. The upstream supply chain
 - D. None of the above
- (ix) Logistics is an integral part of supply chain management. Which explanation best represents outbound logistics?
- A. An emphasis on using the supply chain to deliver value to customers who are actively involved in product and service specification
 - B. The management of material resources entering an organisation from its suppliers and other partners
 - C. The management of resources supplied from an organisation to its customers and intermediaries
 - D. A supply chain that emphasises distribution of a product to passive customers
- (x) The electronic integration and management of all procurement activities including purchase request, authorization, ordering, delivery and payment between a purchaser and supplier is known as:
- A. E-procurement process
 - B. E-procurement system
 - C. E-procurement
 - D. All of the above
- (xi) Production related procurement refers to the purchasing of:
- A. Information systems
 - B. Furniture
 - C. Office supplies
 - D. Raw materials
- (xii) In addition to having an e-business strategy, an e-marketing strategy also needs to be developed and there are three main operational processes involved. Which one is FALSE?
- A. Customer acquisition
 - B. Customer retention and growth
 - C. Customer focus group development
 - D. Customer conversion
- (xiii) What is required in addition to a broad e-business strategy to detail how the sell-side specific objectives of the e-business strategy will be delivered through marketing activities such as research and communications?
- A. Marketing orientation
 - B. Situation analysis
 - C. The marketing concept
 - D. E-marketing plan
- (xiv) To engage a customer in an online relationship, the minimum information that needs to be collected in an online form is:
- A. E-mail address
 - B. Customer profile
 - C. Post code
 - D. Credit rating

- (xv) A key CRM technique is to encourage existing customers to recommend friends or colleagues to purchase. This is:
- A. Cross-sell
 - B. Up-sell
 - C. Referral
 - D. Reactivation

2. Define any **Five** of the following: (15 marks)

- (a) Inbound marketing
- (b) Cloud computing
- (c) Data controller
- (d) Strategy implementation
- (e) Upstream supply chain
- (f) E-procurement
- (g) Revenue model
- (h) Interruption marketing

3. Write short notes on any **Four** of the following: (20 marks)

- (a) Barriers to consumer internet adoption
- (b) Web services
- (c) Pull marketing communications and Push marketing communications
- (d) Three main types of customer data in customer database
- (e) Failed digital-business strategies
- (f) List 5 rights of purchasing
- (g) Cost per thousand (CPM) and Cost per click (CPC)

4.(a) Discuss the characteristic of vertical integration, vertical disintegration and virtual integration. (5 marks)

(b) What are the benefits of e-supply chain management? (5 marks)

5. Explain about the Digital business strategy implementation success factors for SMEs. (10 marks)

6. Answer any **Three** questions for the following: (30 marks)

- (a) Define e-commerce and explain about the main types of social sites.
- (b) Define Enterprise resource planning (ERP). Many companies turned to enterprise resource planning (ERP) vendors such as SAP, Baan, PeopleSoft and Oracle. Why? Explain briefly.
- (c) Define permission marketing. How many types of web users and explain their searching behaviors?
- (d) Define MRO. What are the different types of information system cover different parts of the procurement cycle?
- (e) Define situation analysis. Discuss about the characteristics of digital media communications.