



## **Uva Wellassa University**

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

**FOURTH YEAR 1<sup>st</sup> SEMESTER EXAMINATION – February/March 2012**

**EMG 421 -2 E-Business**



### **Section - C Essay Questions**

**Answer three questions including question number one (01)**

**Marks allocation – 50 Marks**

1. “Customer relationships are worth more than the company’s product, stores, factories, web addresses and even employees”. Discuss the statement and explain different types of core process competencies of Customer Relationship Management systems to the firm critical success?  
(20 Marks)
2. An analysis of many companies in a variety of industries reveals that success follows a simple implementation of Enterprise Resource Planning (ERP) philosophy. Explain the ERP implementation methodology phases?  
(15 Marks)
3. “In most countries that internet will never be used by more than 50% of the population, so its impact on business will be limited”. Explain why consumers are reluctant to adopt internet?  
(15 Marks)
4. Explain the approaches of e-business strategic planning with examples?  
(15 Marks)