



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

2nd YEAR 1st SEMESTER EXAMINATION – REPEAT Feburary/March 2011

EMG 274-2 Managing the Digital firm

178

PK

Part – C - Essay

Total marks 50

Answer three questions including question number one

- 1) “Rapid growth of e-commerce since 1995 is due to the unique features of the Internet and Web as a commercial medium: Discuss the statement ? (26 marks)

- 2) Discuss main steps in knowledge management Value Chain? (12 Marks)

- 3) “Investment in information technology does not always produce positive results”
Discuss the above statement? (12 Marks)

- 4) Explain the types of information obtainable from data mining? (12 Marks)