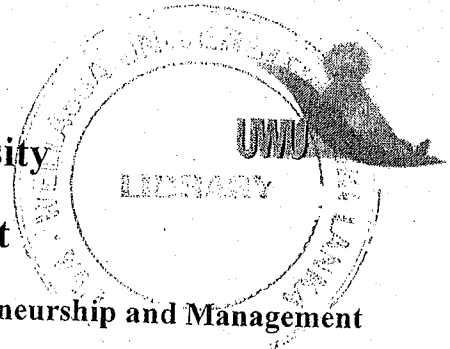


Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

Year 4 Semester 01 Examination – December/ January 2009/ 2010

EMG 421-1 E-Business

Time : 15 minutes
Answer all questions
Total marks 10

Index No.

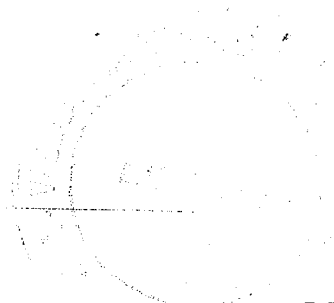
Part – C

Total marks for Part C – 50

Answer any **two** questions including question number one

Question one carried 30 marks and all other questions carry 20 marks

1. You are appointed as a Chief Information Executive of a company. Management asked you to introduce an Enterprise Resource Planning system (ERP) for the organization. Prepare report and mention the methodology, your suggestions to implement of ERP systems?
(30 Marks)



2. "The CRM (Customer Relationship Management) application area is more complex than it initially appears". Explain the core CRM process competencies? (20 Marks)

3. Explain in detail the processes included in the integrated ordering flow? (20 Marks)