



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2014 TRIMESTER

FACULTY OF COMMERCE

MBA- PROGRAMME

CIS 619: CASES IN E-COMMERCE

Date: APRIL 2014

Duration: 3 Hours

INSTRUCTIONS: Answer ALL Questions

Q1. Case Study: Merrill Lynch Connects Past and Future Technology

- a) Explain why Merrill Lynch need to update its IT infrastructure
(6 marks)
- b) What is the relationship of information technology to Merrill Lynch's business strategy?
(6 marks)
- b) How was its web services initiative related to the business strategy?
(6 marks)
- d) Evaluate Merrill Lynch's approach to web services development. What are the advantages and disadvantages? Is it a good solution? Explain your answer.
(12 marks)
- e) Do you think that Merrill Lynch's decision to sell off its successful technology initiative was good idea? Why or why not? **(10 marks)**
- f) What would be the scenario of such business with Kenya as customer base? What are the challenges as a business incorporated in Kenya?
(10 marks)

END