

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION PAPER
JULY, 2016

TITLE OF PAPER : ELECTRONIC COMMERCE

COURSE CODE : BA 431 FULL TIME

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER = FIVE (5)**
 - 2. SECTION A IS COMPULSORY.**
 - 3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B**
 - 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION.**

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AS WELL AS FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLE.

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A

The energy firm Southern Co. has over 26,000 employees in Georgia, Florida, Alabama, and Mississippi. To maintain its required staffing levels, the company must hire over 2,000 new employees each year. In most cases, the company advertises available positions mainly online. The response is over 100,000 applicants every year, all of whom must be evaluated carefully. The company must comply with government regulations, and it wants to make sure that no qualified employee is turned down before all positions are filled.

The company has several recruiters, one in each geographical region. In the past, recruiters posted their open positions on the company's Web site, with instruction code in the subject line. However, the system was not very workable. If the correct code was not in the subject line, the emails would go into a wrong place. But even when the emails wound up with the right recruiter, there were major problems. To begin with, some candidates would apply to every open job on the Web site, some for which they were not qualified for. Then the resumes would not necessarily list the key information the recruiter needed, such as whether the applicant had worked on a particular piece of equipment. This meant that the recruiters would have to follow up with the candidates to chase down the missing information. The situation became unacceptable. The company solicited proposals from all major vendors to install appropriate HR information systems.

Southern Co. selected Hire.com, a privately owned recruitment application service provider headquartered in Austin, Texas. Its Hire Enterprise suite contains three modules: electronic recruiting, applicant tracking, and staffing analytics. Southern Co. uses just the recruitment software.

Hire.com started with a focus on candidate relationships and candidates screening so that companies do not have to deal with high volumes of unqualified candidates. Hire.com hosts its software in its data centers in Austin, Texas, and Dublin, Ireland. Users access the software through a browser interface. Because Southern Co. didn't have to install and configure the software at its end, it took only 35 days to get the initial functions up and running. (Additional functions and more in depth integration were added later). After that, Hire.com sent in a team to train the recruiters on the software.

When someone goes to apply for a job on Southern Co.'s Web site and clicks the jobs link, it takes them to the Hire.com server, though there is nothing to indicate to the applicant that he or she is accessing a different site. On site, applicants can establish accounts and search for open positions based on their education, job preferences, locations, and so on. Applicants also can sign up to receive e-mail alerts when jobs that meet their criteria become available in the future. Southern Co. reports that 60 percent of its job candidates come through this push feature.

The biggest advantage, however, is not in finding applicants, but in narrowing down which ones the company should pursue. Southern Co. uses the software's testing functions to pre-

screen candidates. Screening is done online and it can take several different forms. Based on the screening, the software assesses each applicant.

By using online pre-screening, the recruiter can spend time phone screening or following up on the best 10 applicants rather than have to sort through 100. At first, the system was used for about 65 percent of the applications, whereas today it handles 90 to 95 percent of applications to Southern Co.

1. What drove Southern Co. to automate the evaluation process? 10 marks
2. What are the advantages and risks of conducting the recruiting and testing on the Hire.com Web site? 15 marks

SECTION B

Question 2

Identify three fraud practices in which a seller might engage in E-auction. How can buyers protect themselves? Be specific. 25 marks

Question 3

How do companies eliminate the potential limitations and risks associated with web-based EDI 25 marks

Question 4

Discuss the problems that a Web site with a narrow focus that is directed at a small audience could face if it were to rely exclusively on advertising revenue. 25marks

Question 5

Describe the role that culture plays in the development of a country's laws and ethical standards in EC. 25marks