



TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR BACHELOR OF TECHNOLOGY IN
INFORMATION TECHNOLOGY
(BTIT M11/EV)

EIT 4403: INFORMATION SYSTEM STRATEGY

END OF SEMESTER EXAMINATION

SERIES: APRIL 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- Answer Booklet

This paper consists of **FIVE** questions. Attempt question **ONE** and any other **TWO** questions

Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (Compulsory)

- a) Define the following terms:
- (i) An organization (2 marks)
 - (ii) Information System (2 marks)
 - (iii) Organization Structure (2 marks)
 - (iv) Organization Culture (2 marks)
 - (v) Competitive Advantage (2 marks)
- b) State any **TWO** indicators of competitive advantage in a firm. (2 marks)
- c) Describe the term “bench marking”, as used in the value chain model. (3 marks)
- d) State any **THREE** challenges in the implementation of information systems in organizations. (3 marks)

- e) Discuss the impact of organizational politics on strategy. (6 marks)
- f) Explain **THREE** reasons for organizational resistance to change. (6 marks)

Question Two

- a) Define the following “Virtual Company” (2 marks)
- b) Explain the tendency of information systems to flatter organizational hierarchy. (10 marks)
- c) Discuss the impact of organization culture in the implementation of information systems. (8 marks)

Question Three

- a) Describe how information systems can be used in a firm to promote the following:
- (i) Synergies (5 marks)
 - (ii) Core Competencies (5 marks)
- b) Describe the issues considered during strategic system analysis. (10 marks)

Question Four

- a) Explain **THREE** ways in which the internet has revolutionized organizational information systems. (6 marks)
- b) Discuss the economic impact of information systems on organizational strategy. (10 marks)
- c) Describe the impact of the following aspects of the organizational environment.
- (i) Government
 - (ii) Competitors (4 marks)

Question Five

Explain how information systems can be used to achieve the following:

- (i) Low-cost leadership (5 marks)
- (ii) Product differentiation (5 marks)
- (iii) Niche market focus (5 marks)
- (iv) Customer and supplier intimacy (5 marks)