



TECHNICAL UNIVERISTRY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATIONS FOR DEGREE IN:
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
(BTIT 13 M&S, BTIT 12J –FT & BSIT 12J)

EIT 4403/BIT 2210:

**INFORMATION SYSTEM STRATEGY
BUSINESS INFORMATION SYSTESTEMS STRATEGY**

END OF SEMESTER EXAMINATION

SERIES: APRIL 2015

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 (Compulsory)** 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) Strategy
(ii) Information system **(4 marks)**
- b) Define the following terms as applied in strategic analysis **(4 marks)**
(i) Monopoly
(ii) Scarce resources
- c) Describe **TWO** risks associated with implementation of state-of-the art technology **(4 marks)**
- d) Briefly describe **TWO** applications of IT in the following sectors: **(6 marks)**
(i) Entertainment
(ii) Agriculture
(iii) Tourism
- e) Given the following organizational objectives, generate the CSF and information needs for each:

- (i) Raise share earnings
- (ii) Increase market share
- (iii) Develop new business
- (iv) Develop internationally

Question Two

- a) Briefly explain how an organization generate a demand oriented IS strategy **(2 marks)**
- b) Explain the strategic IS implementation of the following organization with emphasis on technologies employed, competitiveness and user benefits:
- (i) OLX
 - (ii) JUMIA
 - (iii) M-Farm
- (18 marks)**

Question Three

- a) Explain the challenges associated with a business process re-design **(6 marks)**
- b) Using the Boston consulting group (BCG) matrix, explain the IS investment appropriate for each stage **(14 marks)**

Question Four

- a) Describe the following frameworks:
- (i) Business alignment
 - (ii) Business impacting
- (6 marks)**
- b) Referring the industry life-cycle portfolio analysis, explain the application of the two frameworks in (a) above **(6 marks)**
- c) Describe TWO general benefits associated with creation of an e-business **(4 marks)**
- d) Give TWO e-commerce examples that impact on:
- (i) Cost/efficiency
 - (ii) Competitive drivers
- (4 marks)**

Question Five

- a) Describe the features of the following organization structure classification:
- (i) Federal or holding structure
 - (ii) Divisional structure
- (6 marks)**
- b) Explain the application of IS in alleviating the following crisis in the life-cycle of organizational growth. Give TWO examples in each case. **(8 marks)**
- (i) Leadership
 - (ii) Autonomy
- c) Explain the significance of monitoring and control in the business planning process **(4 marks)**