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**TECHNICAL UNIVERSITY OF MOMBASA**  
**INSTITUTE OF COMPUTING AND INFORMATICS**

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Select department

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**  
**BIT 2210: BUSINESS INFORMATION STRATEGY**  
**END OF SEMESTER EXAMINATION**  
**SERIES:DECEMBER2016**

**TIME:2HOURS**

**DATE:**Pick DateSelect MonthPick Year

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

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

**Do not write on the question paper.**

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**Question ONE**

- a) Explain “Critical success factors” (CSF) for an organization (2 Marks)
- b) Describe the following information systems planning concepts (4 Marks)
  - i)Centrally Planned
  - ii)Leading edge
- c) Describe three Competitive drivers in e-commerce (3 marks)
- d) Explain three risks associated with implementation of state-of-the-art technology (3 Marks)
- e) Briefly describe the following IT concepts (12 Marks)
  - i) Knowledge Management (KM)
  - ii) Multimedia technologies
  - iii) Artificial intelligence

- iv) Office automation systems
- f) Describe the attributes of a good Information Systems strategy (6 Marks)

**Question TWO**

- a) Describe the following business planning steps (10 Marks)
  - i) Situation Analysis
  - ii) Implementation
- b) Briefly describe TWO examples that shows continuous innovation in ICT in the following sectors (10 Marks)
  - i) Transport
  - ii) Security

**Question THREE**

Explain competition using Michael Porter's five forces model (20 Marks)

**Question FOUR**

- a) Describe the following IT/IS strategies as applied to organizations (10 Marks)
  - i) Disperse
  - ii) Profit Centre
- b) Explain the application of IT in solving the following organizational crisis (10 Marks)
  - i) Entrepreneurship/Simple structure
  - ii) Autonomy in divisional structure

**Question FIVE**

- a) Explain the "devil's quadrangle" challenge in business redesign (6 Marks)
- b) i) Using the Boston Consulting Group (BCG) matrix, explain the market behaviour of a product at various stages. (10 Marks)
- ii) Advise the organization in i) above on what to do at each stage (4 Marks)