TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

UNIVERSITY EXAMINATION FOR:
BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY
(BTIT 11M, Y4 SI)

EIT 4403: INFORMATION SYSTEMS STRATEGY

END OF SEMESTER EXAMINATION
SERIES: APRIL 2014
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) Briefly describe the following IT concepts:
   (i)   Business redesigning
   (ii)   Electronic commerce
   (iii) Personal productivity software   **(12 marks)**

b) Explain the challenges of adopting and implementing new technologies.   **(8 marks)**

c) Describe the following business planning steps:
   (i)   Situation analysis

(ii) Implementation **(10 marks)**

Question Two

a) Explain the following terms:
   (i) Business Alignment
   (ii) Business impacting **(4 marks)**

b) With the aid of a diagram, difference between business aligning and business impacting IS strategies. **(16 marks)**

Question Three

a) Describe the following IT/IS strategies as applied to organizations:
   (i) Disperse
   (ii) Hive off **(10 marks)**

b) Explain the application of IT in solving the following organizational crisis: **(10 marks)**
   (i) Leadership crisis in entrepreneurship/simple structure
   (ii) Redtape in coordinated/Federal structure **(10 marks)**

Question Four

a) Describe FIVE factors that must be considered when eliciting CSFs **(10 marks)**

b) Using the strategic importance Analysis matrix, explain the strategic importance of IS/IT to an organization. **(10 marks)**

Question Five

a) Draw and label the Nolan's four stage industry life cycle model. **(5 marks)**

b) Using Nolan's industry life cycle model (four stages) explain the behavior of the following factors at each stage: **(12 marks)**
   (i) Users/Buyers
   (ii) Competition
   (iii) Demand

c) Describe how Nolan's models are used with regard to information systems choices **(3 marks)**