



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

**UNIVERSITY EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE
IN INFORMATION TECHNOLOGY**

(BSCIT 9S)

BIT 2210: BUSINESS INFORMATION STRATEGY

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: OCTOBER 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions

Answer 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

SECTION A (COMPULSORY)

Question One (30 marks)

a) Explain the following terms:

- i) Competitive Advantage
- ii) Information Systems

(4 marks)

- b) Does the concept of strategy have any value to small and micro-enterprises operating in Kenya? **(13 marks)**
- c) Why may efforts to implement business information strategy fail in organization? **(13 marks)**

SECTION B (Answer Any Two Questions)

Question Two (20 marks)

- a) Explain the importance of corporate information strategic analysis. **(10 marks)**
- b) How can the analysis in (a) above be done using the multi-factor business portfolio model? **(10 marks)**

Question Three (20 marks)

- a) A good business information strategist will not take industry key success factors for granted. Capitalizing on such factors in strategy can help a firm enhance its leadership in the industry. Discuss. **(10 marks)**
- b) Comment on the appropriateness of SWOT technique as a tool of business information strategic analysis. **(10 marks)**

Question Four (20 marks)

- a) Discuss how the internet is accelerating the rate of commoditization of new IT applications. **(10 marks)**
- b) Briefly discuss Nicholas Carr's argument "IT Doesn't Matter". **(10 marks)**

Question Five (20 marks)

- a) Since the 1990s many organizations have undergone internal restructuring. How has IT expedited this process? **(10 marks)**
- b) Using practical examples, discuss the approaches identified by Porter for achieving competitive advantage. **(10 marks)**