TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

UNIVERSITY EXAMINATION FOR:
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
(BSIT 11M – Y4 S1)

BIT 2210: BUSINESS INFORMATION STRATEGY

END OF SEMESTER EXAMINATION
SERIES: APRIL 2014
TIME: 2 HOURS

<u>**Instructions to Candidates:**</u>
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) Virtual reality
   (ii) Business redesigning
   (iii) Electronic commerce
   (iv) Personal productivity software. **(16 marks)**

b) Explain the following IS strategy requirements:
   (i) Demand oriented
   (ii) Business led
   (iii) Offer competitive advantage **(6 marks)**

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

Question Two

a) Describe the following business planning steps:
   (i) Situation analysis
   (ii) Implementation **(10 marks)**

b) Briefly describe TWO examples that show continuous innovation in ICT in the following sectors:
   (i) Entertainment
   (ii) Commerce/Trade **(10 marks)**

Question Three

Differentiate between business aligning and business impacting IS strategies. **(20 marks)**

Question Four

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

b) Explain the application of IT in solving the following organizational crisis.
   (i) Leadership crisis in entrepreneurship/single structure
   (ii) Red tape in coordinated/federal structure. **(10 marks)**

Question Five

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

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