



TECHNICAL UNIVERISTY OF MOMBASA

# Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:  
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY  
(BSIT)

**BIT 2210: BUSINESS INFORMATION STRATEGY**

END OF SEMESTER EXAMINATION  
**SERIES: DECEMBER 2013**  
**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

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**Question One (Compulsory)**

a) Briefly describe the following IT concepts:

- (i) Multimedia technologies
- (ii) Artificial intelligence
- (iii) Office automation
- (iv) Data and knowledge management systems

**(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 technology **(8 marks)**

### **Question Two**

- a) Describe the following business planning steps: **(10 marks)**
- (i) Future strategies
  - (ii) Implementation
- b) Briefly describe TWO examples that show continuous innovation in ICT in the following sectors: **(10 marks)**
- (i) Communication
  - (ii) Education

### **Question Three**

- a) Briefly explain Michael Porter's FIVE forces model **(10 marks)**
- b) Explain competition using Michael Porter's five forces model **(10 marks)**

### **Question Four**

- a) Describe the following IT/IS strategies as applied to organizations: **(10 marks)**
- (i) Disperse
  - (ii) Hire off
- b) Explain the application of IT in solving the following organizational crisis: **(10 marks)**
- (i) Leadership crisis in entrepreneurial/small structure
  - (ii) Red tape in coordinated/Federal structure

### **Question Five**

Explain the concept of IT alignment to organizational needs **(20 marks)**