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JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2014/2015**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**

**BIT 2210 : BUSINESS INFORMATION STRATEGY**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Explain the term business strategy and briefly explain how it is related to IS strategy. [6 marks]
2. Differentiate between the architecture and infrastructure of an organization? [6 marks]
3. Architecture translates strategy into infrastructure. Explain using diagrams and appropriate examples. [8 marks]
4. What functions does IS play in the business strategy of an organization? [3 marks]
5. What is electronic data interchange and why did it not grow as predicted? [4 marks]

**QUESTION TWO [2 MARKS]**

1. Mason identified four areas of information control. What are they and why are they important? [8 marks]
2. Describe at least four challenges of insuring the ethical use of IT. [8marks]

**QUESTION THREE [20 MARKS]**

1. Identify three primary strategies for achieving competitive advantage. [6 marks]
2. List four components of an IS strategy [4 marks]
3. Describe the five forces that shape the competitive environment of the firm according to porter. Identify at least one strategy for encountering the threats above. [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Using diagram briefly explain Nolan and Gibsons 6 stages model for evolution of IS and what were the 3 major aspects that formed the rationale of the transition between the DP era and the MIS era. [10 marks]
2. Using a diagram briefly give an overview of IS planning indicating the inputs, process and outputs of IS planning. [10 marks]

**QUESTION FIVE [20 MARKS]**

1. Many of todays most successful companies have created strategic alliances. Using examples discuss how this has helped them to create strategic advantages? [10 marks]
2. Briefly describe the following:-
3. Customer relationship management and value chain
4. Supply chain management of a value chain [10 marks]