

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** **info@must.ac.ke**

**University Examinations 2015/2016**

FOURTH YEAR, FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

**CIT 3427: BUSINESS INFORMATION STRATEGY**

**DATE: NOVEMBER, 2015 TIME:** $2$ **HOURS**

**INSTRUCTIONS:** *Answer question* ***one COMPULSORY*** *and any other* ***two*** *questions.*

**QUESTION ONE – (30 MARKS)**

1. Explain the following terms as used in BIS: (8 Marks)
2. Business Vision
3. Business Mission
4. Business Strategy
5. Business Policies
6. Briefly describe the following components of strategic managements. (6 Marks)
7. Strategic analysis
8. Strategic choice
9. Strategic implementation
10. Name any three barriers and explain how information technology can be used to break through them. (6 Marks)
11. (i) Artificial Intelligence “AI” is a new Buzzword in Business, Explain, (2 Marks)

(ii) Explain the applications of Expert Systems in Business Environment. (2 Marks)

1. Explain how networking technologies such as cloud computing , social media networks facilitates knowledge sharing in a business organization. (6 Marks)

**QUESTION TWO (20 MARKS)**

Explain how Business process Office Automation and the use of productivity software has led business corporations to new heights of success. (20 Marks)

**QUESTION THREE (20 MARKS)**

1. Compare and contrast the following categories of Ecommerce. (1 0 Marks)
2. Business – To – Business E-commerce
3. Business – To-Consumer E-Commerce
4. Consumer – To- Consumer E-Commerce
5. E-Commerce and Mobile Commerce
6. Most companies now realize that the only way to do business effectively in other cultures is to adopt those cultures. The phrase”think globally but act locally is often used to describe this approach. Describe in detail the strategies companies might employ to address the growing International nature of E – Commerce. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. What is virtual Reality? (2 Marks)
2. Explain any two Hardware Devices used in the input and output in VR. (6 Marks)
3. Explain the Need of Virtual Reality Systems in Business. (12 Marks)

**QUESTION FIVE (20 MARKS)**

Knowledge management is the set of processes developed in an organization to create , store maintain and apply the firm’s knowledge. Discuss its role in business. (20 Marks)