

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2015/2016

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

**BIT 2210 : BUSINESS INFORMATION STRATEGY**

**DATE: DECEMBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Explain the meaning of the following terms:

1. Intellectual capital. [2 marks]
2. Data warehouse. [2 marks]
3. Business strategy. [2 marks]

(b) State three advantages and three disadvantages of using an Enterprise Resource Planning (ERP) strategy in enterprises. [6 marks]

(c) Compare and contrast traditional commerce and e-commerce. [6 marks]

(d) Describe post-industrial theories as an impact of information systems in organizations. [3 marks]

(e) Discuss with examples, the three roles of a manager in information technology support. [9 marks]

**QUESTION TWO (20 MARKS)**

(a) What are the characteristics of knowledge that makes it different from information?

[5 marks]

(b) Compare and contrast tacit and explicit knowledge. [7 marks]

(c) Briefly, describe knowledge management (KM) process. [8 marks]

**QUESTION THREE (20 MARKS)**

General Electric (GE) applied the hyper competition model to business units in the Destroy Your Business (DYB) project because they recognize that if they did not understand and recognize their own weaknesses, they would not remain competitive.

(a) Explain the meaning of the terms:

1. Hyper competition. [2 marks]
2. Shareholder value model. [2 marks[
3. Cost-leadership. [2 marks]
4. Strategic soothsaying. [2 marks]

(b) Which strategies do you think GE used before applying the Destroy Your Business (DYB) project? [3 marks]

(c) Describe the assumptions of the D’Aveni’s 7Ss frame world model. [4 marks]

(d) Discuss how GE used tactics for disruption in the DYB project. [5 marks]

**QUESTION FOUR (20 MARKS)**

(a) Explain the meaning of the term transaction cost theory. [2 marks]

(b) Name any six examples of members of an information technology department in an organization. [3 marks]

(c) Give four reasons for considering rivalries among existing competitors as a competitive force. [3 marks]

(d) What are determinants of a firm’s business strategy? [4 marks]

(e) Discuss the four strategies used with the competitive forces model in attaining competitive advantage by an organization. [8 marks]

**QUESTION FIVE (20 MARKS)**

Decision Supporting Systems (DSS) use models instead of experimenting on a real system.

(a) What are the benefits of using models? [5 marks]

(b) Compare and contrast what-if and goal seeking sensitivity analysis in decision making in models. [5 marks]

(c) Discuss the steps in decision making modeling. [9 marks]