

**SPECIFY TYPE OF
EXAMINATION**

FIRST ATTEMPT
FIRST RESIT
SECOND RESIT
RE-TAKE



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
ICT.
4TH YEAR 1ST SEMESTER 2021/2022 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: ITB 1407

COURSE TITLE: ICT POLICY AND STRATEGIC PLANNING

DATE:

TIME:

TIME: 2 HOURS

Instructions:

1. Answer **ALL questions in Section A and B** and **ANY other TWO questions in Section C**
2. Tick the most correct alternative in Section A
3. Answers to Questions in Section B and C must be written in the spaces provided on the question paper.
4. Candidates must ensure they submit their work by clicking “finish and submit attempt” button at the end.



Registration No.....

QUESTION ONE (30 Marks)

- a) An ICT policy sets out the aims, principles and strategies for the delivery of Information and Communications Technology in an organization. Outline the contents of an ICT policy. **(3 marks)**
- b) What is strategic ICT planning? **(2 marks)**
- c) A company's strategy consists of the set of competitive moves and business approaches that management is employing to run the company. Identify the five major components that form a strategic game plan. **(5 marks)**
- d) Outline the roles of the government in the implementation of ICT policies. **(3 marks)**
- e) A core competence gives a company a potentially valuable competitive capability and represents a definite competitive asset. Outline the three main features of a core competency. **(3 marks)**
- f) What is an Action Plan? Identify three major reasons why an organization may need to develop an Action Plan. **(4 marks)**
- g) Identify the technique for revealing the different competitive positions of industry rivals. **(1 mark)**
- h) A National ICT Policy is a policy put into place by governments' and stakeholders' who are committed to the process of bringing digital technology to all individuals and communities so that they can have access to information. Identify ways in which the Kenyan government can ensure the citizens are made aware of an ICT policy. **(4 marks)**
- i) Identify three components of an action plan **(3 marks)**
- j) Define the term strategic planning. Identify the management level responsible for strategic planning. **(2 marks)**



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QUESTION TWO (20 Marks)

- a) Examine the relationship between a strategy and a business Model **(6 marks)**

- b) Scope creep is a huge concern for project managers, affecting 52% of the projects. Changes in the scope of an IT project affect all the other Project Management functions. Identify and explain the project changes that will occur when we change the scope.
(10 marks)

- c) Examine the roles and functions of an ICT governance and compliance officer in an organization. **(4 marks)**

QUESTION THREE (20 Marks)

- a) Competitive advantage exists when a firm's strategy gives it an edge in attracting customers and defending against competitive forces. Examine the major factors that an organization can enhance to gain competitive advantage. **(8 marks)**

- b) You have been asked to write the ICT Procurement Policy. Explain the major aspects it will cover. **(8 marks)**

- c) Examine the major elements of the strategic management process. **(4 marks)**

QUESTION FOUR (20 Marks)

- a) Compliance officers promote ethical conduct and compliance with regulations, rules, and standard processes that govern how technology-based services organizations should conduct business. Examine the roles and responsibilities of ICT governance and compliance officers.
(8 marks)



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b) You have been tasked by Postal Corporation Kenya which is Kenya's oldest direct-mail and parcel company. After years of enviable growth, the company has encountered a business down turn and withstands the first major layoffs in its history because of competition from its core business rivals and growth of E-mail technology. The impact on company morale is significant, and though the imperative to resolve on a future course for the organization is clear, consensus on future direction remains to be achieved. This will also be the first time the company has developed a comprehensive plan for the entire enterprise. As an ICT policy and strategy student, you are required to help in the development and implementation of this client's first, comprehensive strategic plan.

(12 marks)

QUESTION FIVE (20 Marks)

a) Organizations are always looking for ways to improve. It's how they stay relevant and, more importantly, profitable. But you don't get better just by desiring it. It takes strategy, and then a model to implement that strategy. There are quite a few strategic planning models, and they can be very different from one another. Often the type of organization will dictate which strategic planning model is used. Examine the 5 popular strategic planning models.

(10 marks)

b) Developing and evaluating communication skills in the workplace is essential for the success of your small business. Effective communication can increase employee engagement, drive productivity and reduce turnover. It also helps maintain a positive work environment and may prevent conflicts. Examine the key functions that concerns ICT compliance in effecting the communications Strategy.

(10 marks)



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