



**Jaramogi Oginga Odinga University of Science &
Technology
University Examinations 2013/2014**

School of Informatics and Innovative Systems

**Course Title: STRATEGIC MANAGEMENT OF INFORMATION
SYSTEMS**

CODE:IIS 5214

Duration: 3 Hrs

INSTRUCTIONS

- 1. This paper consists of FIVE questions**
- 2. Answer question one(compulsory) and any other two questions**
- 3. Answer the questions in the booklet provided**

Question 1 30marks

To manage an effective information system, managers must understand the nature of information. Using specific examples:

- a) Explain what is meant by a business information system. (2 Marks)
- b) Explain how business information systems can be used to achieve competitive advantage. (6 Marks)
- c) Explain what is mean by Management Information System (MIS). (2 Marks)
- d) Discuss the benefits of MIS to organizations that deploy them. (8 Marks)
- e) Explain the reasons why organisations need to develop an information systems strategy. (4 Marks)
- f) Discuss the different elements of an information systems strategy and how they are related. (8 Marks)

Question 2 15marks

- (a) The Internet has had a significant impact on business processes and led some organisations to consider developing a business strategy more appropriate to an e-business environment.
 - (i) Explain what is meant by an e-business strategy. (2 Marks)
 - (ii) Discuss the impact on the business information systems function if the organisation decided to develop an e-business strategy (8 Marks)
- (b) The organisation and location of the information systems (IS) function is an important choice particularly for those organisations that operate in more than one area. Explain the concepts of centralised IS management and decentralised IS management. (5 Marks)

Question 3 15marks

Organisations and the strategies they develop are influenced by the environment in which they operate. A business information strategy (BIS) is part of a hierarchy of strategies established to achieve organisational objectives.

- (a) Explain the difference between an information technology (IT) strategy and an information systems (IS) strategy. (2 Marks)
- (b) Discuss those environmental factors that can influence the development of a BIS. (6 Marks)
- (c) Critically evaluate the reasons for centralising the management of information systems. (7 Marks)

Question 4 15marks

- (a) Managers in businesses are often classified into one of three levels, operational, middle or senior (executive) level. Discuss how computer-based information systems can support managers at these different levels of the business. (6 Marks)
- (b) Explain why computer-based business information systems are so vital to the operation of an organization. (5 Marks)

- (c) Many organisations are not convinced that information technology can deliver significant competitive advantage. They reason that computer technology may be necessary for them to run their businesses but the technology is equally available to all and has little impact on their competitive position. Discuss what is meant by information technology delivering 'significant competitive advantage'. (4 Marks)

Question 5 15marks

Organisations are not always able to perform their own business information systems functions and some businesses prefer not to do so for various reasons. The solution for some is outsourcing.

- (a) Briefly explain the concept of information systems outsourcing. (2 Marks)
- (b) Discuss the reasons why organizations might choose TO or NOT to outsource their information systems. (8 Marks)
- (c) Critically discuss the main factors in making information systems outsourcing successful. (5 Marks)