



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BUSINESS INFORMATION
SYSTEMS**

4TH YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: IIS 3417

COURSE TITLE: STRATEGIC MANAGEMENT INFORMATION SYSTEMS

EXAM VENUE: STREAM: BIS

DATE: EXAM SESSION:

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question 1 (Compulsory) and ANY other two questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE – 30 MARKS

a) A number of management scholars among the Henry Mintzberg (1998) are of the view that strategy can be viewed from various perspectives and it is important that managers understand this perspective to be able to competitively survive in the ever changing business environment

i. Using your own conception define a strategy. (2 Marks)

ii. Using relevant examples enumerate on any FIVE perspectives of strategy. (10 Marks)

iii. Discuss the importance of strategy in countering the ever changing business environment

(6 Marks)

b) Discuss the THREE pillars of a strategy. (6 Marks)

c) Briefly explain the role of strategic Information Systems in formulation business strategy

(6 Marks)

QUESTION TWO – 20 MARKS

a) Using relevant examples describe the following types of strategies

i) Functional strategy (3 Marks)

ii) Business strategy (3 Marks)

iii) Corporate strategy (3 Marks)

b) Define strategic convergence and briefly explain the importance of converging Information and Business strategies. (6 Marks)

c) Highlight any FIVE crisis the can force organizations to rethink on strategic planning (5 Marks)

QUESTION THREE – 20 MARKS

a) Environmental scanning is one of the fundamentals requirements of strategy formulation, however, managers tend to get confused on what aspect of the environment to scan. Using your knowledge of strategy formulations elaborate on any SIX aspects of the environment that a manager may scan (12 Marks)

b) Differentiate Competitive Advantage and Cost advantage as used in Business strategy (4 Marks)

c) Highlight any FOUR conditions that may push organizations to strategically move some of operations to third party specialist organizations. (4 Marks)

QUESTION FOUR (20 MARKS)

a) Elucidate on the tangible and intangible benefits of using network application in achieving strategic customer management. (10 Marks)

b) Discuss any FIVE types of strategic planning approaches that can be used by Information Communication Technology business. (10 Marks)

QUESTION FIVE- 20 MARKS

- a) Define the term Business Process Re orchestrating (BPR) and cite how it contributes to change in the business environment (10 Marks)
- b) With the aid of a diagram describe the process of technology diffusion. (10 Marks)