



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**  
**DEPARTMENT OF INFORMATION SYSTEMS AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF**  
**BACHELOR OF SCIENCE IN BUSINESS INFORMATION SYSTEMS**  
**4<sup>TH</sup> YEAR, 1<sup>ST</sup> SEMESTER 2024/2025 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: ITB 2415**

**COURSE TITLE: STRATEGIC MANAGEMENT OF INFORMATION SYSTEMS**

**EXAM VENUE:**

**STREAM:**

**DATE: DECEMBER 2024**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS**

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- 1. Answer QUESTION ONE (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**
- 4. No mobile devices (e.g. laptops, phones. e.t.c.) are allowed into the Examination Room**

**QUESTION ONE****(30 MARKS)**

- a) Why is it important for business strategy to drive organizational strategy and IS strategy?  
What might happen if the business strategy was not the driver? (8 Marks)
- b) Define the following: (6 Marks)
- i) Information Systems Strategy
  - ii) A business strategy
  - iii) Digital natives and digital immigrants
- c) What does this tip from Fast Company mean: “The job of the CIO is to provide organizational and strategic flexibility”?. (6 Marks).
- d) Discuss how Jaramogi Oginga Odinga University of Science and Technology’s Directorate for Enterprise Services can build a Social Business Strategy. (10 Marks)

**QUESTION TWO****(20 MARKS)**

- a) How can information itself provide a competitive advantage to an organization? Give three examples. For each example, describe its associated risks. (12 Marks)
- b) Some claim that the only sustainable competitive advantage for an organization is its relationships with its customers. All other advantages eventually erode. Do you agree or disagree? How can IS play a role in maintaining the organization’s relationship with its customers? Defend your position. (8 Marks)

**QUESTION THREE****(20 MARKS)**

- a) Is monitoring an employee’s work on a computer a desirable or undesirable activity from a manager’s perspective? From the employee’s perspective? How does the organization’s culture impact your position? Defend your position. (15 Marks)
- b) What are some of the driving factors of remote work and virtual teams and their corresponding effects? (5 Marks)

**QUESTION FOUR****(20 MARKS)**

- a) ERP systems are usually designed around best practices. Discuss some of the characteristics of ERP Systems you would present to the JOOUST ICT Directorate. (12 Marks)
- b) Describe the basic components that should be considered when developing a framework for transforming business strategy into architecture and then into infrastructure. (8 Marks)

**QUESTION FIVE****(20 MARKS)**

- a) Information technology (IT) security is one of the top issues of concern to businesses—hacked systems or stolen data can put a company out of business or cause physical damage to critical infrastructure. Briefly discuss the following: (10 Marks)
- i) Information security strategy
  - ii) Information security infrastructure
  - iii) Information security policy
  - iv) Cybersecurity culture
  - v) Information security investments
- b) In order to meet demand, the IT organization is often charged with providing solutions. Businesses managers often turn to IT for good solutions, but IT projects end up competing with those of other managers in tight economic times when there clearly aren't enough budget resources to cover them all. To gain support and a “go-ahead” decision, every manager must often create a business case. Describe the components of a business case. (10 Marks)

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