B.Sc in Information Systems and Information Technology

STAGE 3

SUPPLEMENTAL EXAMINATION 2009/2010

BUSINESS PERSPECTIVES ON TECHNOLOGY

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2 hours

Answer question Q.1. AND any TWO other questions. Question 1 carries 40 marks. All other questions carry 30 marks each.
Q.1. (a) In the rapidly changing business landscape, organisations need to be able to align their business strategy, infrastructure and processes with their IT strategy, infrastructure and process in order to gain competitive advantage.

Using an appropriate conceptual model to structure your answer, discuss the issues involved. (16 marks)

(b) Business continuity is an ongoing concern for all organisations. Explain what IT Management needs to do to ensure business continuity. (12 marks)

(c) What do you understand by Supply Chain Management (SCM) and Customer Relationship Management (CRM)? In your answer give examples of the technology that is used to support SCM and CRM. (12 marks)

Q.2. (a) Discuss how measurement is used in the context of IS/IT. Clarify your answer with suitable examples. (10 marks)

(b) Explain how globalization impacts an organisation’s IS/IT strategy. (10 marks)

(c) Efforts have been made to define a Globalisation Index and to measure it. Discuss the merits of such a concept and indicate the IS/IT criteria that you would include for this measurement. (10 marks)
Q.3. (a) The Mergers and Acquisitions Department of a large cash rich multinational IT organisation is investigating the feasibility of acquiring and merging two specialist IT companies.

Discuss how they could use suitable conceptual strategic IT business models to assist them in their decision making. (18 marks)

(b) Following a recent successful acquisition of a European based software reseller company by the multinational organisation it is necessary to revisit the acquired company’s Internet presence.

Discuss why this might be necessary and suggest suitable remedies if appropriate. (12 marks)

Q.4. Ethical, legal and social matters have occupied the minds of the IS/IT community for some years.

Discuss how this has impacted:

i. Employers

ii. IS/IT systems development professionals

iii. The broader community (10 marks each)