



Uva Wellassa University, Sri Lanka
Faculty of Science and Technology
End Semester Examination – September/October 2013



Business Strategy – IIT 351-2

Time: Two (02) Hours

Instructions to candidates:

No. of pages : Three (03)

No. of questions : Five (05)

Mark allocated : 100 Mark

Answer only four (04) questions.

01.

- a) Illustrate Porter's "Five Forces Model" for analyzing the attractiveness of an industry. (05 mark)
 - b) What are the important inferences or conclusions that can be drawn from this model? (05 mark)
 - c) Describe the impact of Information Technology (IT) on Porter's Five Forces Model. (15 mark)
- (Total – 25 mark)

02.

- a) Today's firms are compelled to operate in an intensely competitive environment and developing core competencies is important to gain an edge in the market.
You are required to:
Explain what is meant by the term core competencies. (06 mark)
 - b) Explain how do you link value chain analysis to competitive advantage. (07 mark)
 - c) Compare and contrast position – based and recourse –based strategies by aiding with suitable examples. (12 mark)
- (Total – 25 mark)

03.

- a) Describe five (05) ways how corporate and business strategies are related to the types of information systems required in an organisation. (10 mark)
- b) Explain the three (03) levels of strategy with suitable examples. (09 mark)
- c) State any six (06) tools that can be assisted to strategic analysis. (06 mark)
- (Total – 25 mark)

04.

- a) Discuss the three (03) generic strategies for competitive advantage proposed by Porter. (08 mark)
- b) Alignment of the Information Systems (IS) / Information Technology (IT) plans and the business plans is essential for improved business performance.
You are required to:
Elaborate the above statement by aiding with suitable examples. (08 mark)
- c) Explain three (03) strategic issues to be concerned by all company executives responsible for Information Systems (IS) / Information Technology (IT) strategy in the context of choice to develop a purpose written software system or to purchase a ready - written package (off-the-shelf software). (09 mark)
- (Total – 25 mark)

05.

- a) Briefly describe five (05) reasons for resistance to change. (10 mark)
- b) Explain the organisational and individual barriers to change. (15 mark)
- (Total – 25 mark)