



## Uva Wellassa University

YEAR 1<sup>st</sup> SEMESTER EXAMINATION – FEBRUARY/MARCH 2012

Degree of Bachelor of Industrial Information Technology

IIT 342-2 Business Strategy (Repeaters)



### Instructions to candidates:

- No. of pages : Two (02)  
No. of questions : Five (05)  
Time : Two (02) hours  
Marks allocated : 100 %  
Answer any *four (04) questions*.

01. a) Explain the three (03) generic strategies for competitive advantage. (15 marks)
- b) Michel Porter explains that there are five forces that determine industry profitability.

*You are required to;*

Discuss these five (05) “competitive forces”.

(10 marks)

(Total – 25 Marks)

02. a) Compare and contrast **strategic information, tactical information and operational Information**. (15 marks)
- b) Discuss the importance of Value Chain Analysis. (10 marks)
- (Total – 25 Marks)

03. a) Explain the common reasons for failure of change management. (15 marks)
- b) Describe the individual barriers to change. (10 marks)
- (Total – 25 Marks)

04. a) Describe five (05) ways of relating corporate and business strategies to types of information systems required in an organization.

(10 marks)

b) List some possible factors that could indicate important environmental for a business under the PEST analysis.

(15 marks)

(Total – 25 Marks)

05. a) Discuss the importance of *SWOT* analysis.

(10 marks)

b) Not only the internet provides opportunities but also carries a threat to business organizations.

***You are required to;***

Discuss the current threats and opportunities internet developments bring to Internet related businesses (e.g.: an Internet Service Provider), and to non – Internet related businesses.

(15 marks)

(Total – 25 marks)