



# Uva Wellassa University

Faculty of Science and Technology

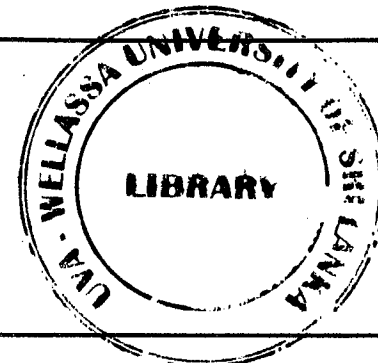
Degree of Bachelor of Industrial Information Technology

**THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015**

**IIT 351-2 Business Strategy**

**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Five (05) Essay  
Time : 02 Hours  
Marks allocated : 100 Marks



**Answer only *four* (04) questions**

01. The Porter's Five Forces model is a powerful tool to analyze the level of competition in a business situation. The strategic business managers use this model to better understand the industry context in which the firm operates.

a) How business organizations achieve competitive advantage through Michel Porters competitive forces model? Elaborate your answer with practical examples.

(15 Marks)

b) Explain the role of Information Systems in achieving competitive advantage.

(10 Marks)

(Total 25 Marks)

02. Most organizations engage in hundreds, even thousands, of activities in the process of converting inputs to outputs. These activities can be classified generally as either primary or support activities.

a) Describe the relationship between Value Chain activities.

(10 Marks)

b) How can strategically upgrade the effectiveness of value chain activities through Information Systems?

(15 Marks)

(Total 25 Marks)

03.

- a) Briefly describe five (05) reasons for resistance to change.

(10 Marks)

- b) Explain how an organization can overcome organizational and individual barriers to change.

(15 Marks)

(Total 25 Marks)

04. Competitive strategies involve taking important decisions to create a defensible position in the industry. Generic strategies can help the organization to cope with the competitive forces in the industry and do better than other organization in the industry.

- a) Explain the three (03) generic strategies proposed by Michel Porter for achieving competitive advantage.

(15 Marks)

- b) Discuss how Information Systems support each of these strategies.

(10 Marks)

(Total 25 Marks)

05.

- a) Demonstrate the corporate, business and operational strategies stating their relationship to each other.

(10 Marks)

- b) Why an organization should have a strategy for Information Systems? Explain your answer with examples.

(15 Marks)

(Total 25 Marks)