



Uva Wellassa University, Sri Lanka
Faculty of Science and Technology

3rd Year 2nd Semester Examination – September/October 2012

Business Strategy – IIT 351-2

Time: Two (02) Hours



Instructions to candidates:

No. of pages : Three (03)

No. of questions : Five (05)

Marks allocated : 100 Marks

Answer only four (04) questions.

01.

a) Competitive advantage is a profitable and sustainable position. It exists in the mind of customers, who believes that the value they will receive from a producer or service is grater than both the price they will pay and the value offered by the competitors.

You are required to:

i) Briefly explain the three (03) generic strategies "Porter" proposed for achieving competitive advantage.

(06 marks)

ii) Discuss how Information Technology/Information Systems support each of these strategies.

(09 marks)

b) Explain five (05) reasons why an organisation should have a strategy for Information Systems/Information Technology.

(10 marks)

(Total – 25 Marks)

02.

- a) The choices of software systems selection is either to develop the system or buy off-the-shelf software.

You are required to:

Discuss five (05) main strategic issues required to be considered when evaluating to buy off-the-shelf software to suit the requirements of an organisation.

(15 marks)

- b) The strategic analysis can be assisted by a number of tools.

You are required to:

Explain five (05) such tools.

(10 marks)

(Total – 25 Marks)

03.

- a) “A major concern of Senior Information Technology (IT)/Information Systems (IS) Executives is achieving alignment between the IT/IS function and the strategic interests of the overall organisation.”

You are required to:

Comment on the above statement.

(15 marks)

- b) Briefly explain five (05) common reasons for failure of change management.

(10 marks)

(Total – 25 Marks)

04.

a) Show value chain activities and relationships between them. You may use a generic value chain.

(06 marks)

b) Briefly describe each activity named in the above value chain.

(09 marks)

c) Explain how an information systems and information technology strategies could be developed using the value chain activities strategically.

(10 marks)

(Total – 25 Marks)

05.

a) Discuss the Porter's model for systematically diagnosing the significant competitive pressures in a market.

(15 marks)

b) Explain how technological factors present an opportunity as well as threat to a particular organisation.

(10 marks)

(Total – 25 Marks)