



Uva Wellassa University

3rd YEAR 1st SEMESTER EXAMINATION – FEBRUARY/MARCH 2011

IIT 342-2 Business Strategy



Instructions to candidates:

No. of pages : Three (03)
No. of questions : Five (05)
Time : Two (02) hours
Marks allocated : 100 %

Index No:

Answer four (04) questions including question number 1.

01.

- a) What are the characteristics of a Transaction Processing System? (04 marks)
- b) What are the transaction processing qualifiers? (04 marks)
- c) Explain how the benefits of TP Monitors determine the quality of a TPS using examples. (06 marks)
- d) List the benefits and the drawbacks of a Payment Gateway. (06 marks)
- e) Describe how the security solutions determine the security requirements and the user needs over the protection of documents in an Online Transaction Processing System. (05 marks)

(Total – 25 Marks)

02.

- a) Describe five (05) ways how corporate and business strategies are related to the types of information systems required in an organization. (10 marks)
- b) “It is widely accepted that an organization’s information system should support corporate and business strategy. In some circumstances an information system may have a greater influence on determining strategy”.

You are required to:

Explain the above statement by aiding suitable example/s. (06 marks)

- c) Demonstrate the relationship between corporate, business and operational strategies. (09 marks)

(Total - 25 marks)

03. Change management is an aspect of management focusing on ensuring that the firm responds to the environment it operates.

- a) Identify four (04) key features of change management. (04 marks)
- b) Briefly explain four (04) reasons of resistance to change. (08 marks)
- c) List organizational and individual barriers to change. (07 marks)
- d) Discuss three (03) ways of overcoming resistance to change. (06 marks)

(Total - 25 Marks)

04.

- a) Compare and contrast strategic information, tactical information and operational information. (15 marks)
- b) Michael Porter proposes three (03) generic strategies for achieving competitive advantage. Explain the three generic strategies for competitive advantage. (10 marks)

(Total - 25 Marks)

05.

- a) Analysis of the added value achieved by an organization will reveal how much has been contributed by each of its primary and support activities. The objective of the analysis is to identify those activities which mostly contribute to the total value added of the organization. Therefore these strategies may establish to increase their contribution in order to meet the organizational objectives.

You are required to:

Explain how value chain analysis may help a company in following situations.

- In assessing the value added by each of its primary and support activities.
- In determining its priorities for strategic resource allocation. (16 marks)

- b) The choice to develop a purpose written application software system or to purchase a ready-written package is one that is critical to all company executives responsible for IS/IT strategy.

You are required to:

Discuss the strategic issues involved in this context.

(09 marks)

(Total - 25 marks)

