

**UNIVERSITY OF BOLTON**  
**BOLTON BUSINESS SCHOOL**  
**BA (HONS) ACCOUNTANCY PATHWAY BY**  
**DISTANCE LEARNING**  
**KUALA LUMPUR INTAKE 17**  
**SEMESTER 2 EXAMINATIONS 2008/2009**  
**ICT FOR STRATEGIC ADVANTAGE**  
**MODULE NO: BIS3006DL**

Date: 20<sup>th</sup> June 2009

Time: 2 hours

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**INSTRUCTIONS TO CANDIDATES:**

There are **SIX** questions on this paper.

Answer **ANY FOUR** questions.

All questions carry equal marks.

Your answer should address the appropriate key issues logically and clearly present arguments relevant to those issues given critical evaluation, and justify any conclusions that you may reach, quotes and references will gain extra marks.

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**Answer ANY FOUR questions**

1. You were employed as a business consultant to help an organisation decide on the best system to help the company gather information on its customers. The company have identified two different types, Batch system and on-line system. As a consultant you are required to critically evaluate the differences between a batch system and an on-line system and state which would be most appropriate for each of the following and why:  
A. Periodic update of a data warehouse from an operational database  
B. Capturing information on customer sales transactions.

**(25 marks)**

2. Businesses today are becoming more aware of the need to store and use data in order to achieve and sustain competitive advantage. One such organisation is Coleman Ltd a large manufacturing organisation. It is planning to introduce data warehousing into its many branches. Critically assess the importance of data warehouses to large organisations. Identify whether or not they are relevant for the small to medium enterprise?

**(25 marks)**

3. The use of Information systems and Information Technology has become critical in many national and international companies over the last few years. You are required to provide an analytical assessment of how organisations can and are using IS/IT to improve their businesses in order to achieve strategic advantage.

**(25 marks)**

4. More and more information systems literature are reporting that organisations are still not as successful as they should be with the introduction of new systems. One reason is the lack of user involvement during the development stages. As a systems analyst you are required to critically examine SSADM and SSM methodologies. Indicate to what degree they treat the development process as a social activity in terms of user involvement.

**(25 marks)**

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5. In today's competitive environment more and more businesses are using e-commerce to a large extent irrespective of their sizes. Critically evaluate the possible benefits of e-commerce to organisations, society and consumers in general.

**(25 marks)**

6. While web programmers play an important role in the implementation of an e-commerce system, everyone in the organisation should participate as e-commerce involves the integration of hardware, software, people-ware and business processes. Critically discuss how different parties from within the organisation should typically participate in an e-commerce project.

**(25 marks)**

**END OF QUESTIONS**