

**UNIVERSITY OF BOLTON**  
**BUSINESS & CREATIVE TECHNOLOGIES**  
**ACCOUNTANCY PATHWAY BY DISTANCE**  
**LEARNING**  
**SEMESTER ONE EXAMINATION 2009/2010**  
**MALAYSIA – I-SYSTEMS (INTAKE 4)**  
**AND SEGI (INTAKE 18)**  
**ICT FOR COMPETITIVE ADVANTAGE**  
**MODULE NO: BIS3006**

Date: Sunday 6<sup>th</sup> December 2009

Time: 2 hours Morning

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**INSTRUCTIONS TO CANDIDATES:** There are **SIX** questions.

You are required to answer **FOUR** questions:

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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**QUESTIONS – Answer any FOUR questions**

1. Achieving and sustaining competitive advantage has become a high priority for businesses today as they become more aware of the need to store and use data strategically. As a result, Gates Ltd a large manufacturing organisation is planning to introduce data warehousing in its many branches. Critically assess the importance of data warehouses to large organisations.

**25 Marks**

2. Considering the fact that information systems are valuable assets to organisations today, many are still failing to complete a successful Information Systems project. One reason is the lack of user involvement during the development stage. 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**

3. Batch and on-line systems are the two main sources for collecting data. You are employed as a business consultant to help an organisation decide on the best system to help the company gather information on its customers. 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.
  1. Periodic update of a data warehouse from an operational database
  2. Capturing information on customer sales transactions.

**25 Marks**

4. In order to manage their business processes effectively Information systems have 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**

**Please turn the page**

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5. 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 and business processes. Critically discuss how different parties from within the organisation should typically participate in an e-commerce project.

**25 Marks**

6. Over the last couple of years e-commerce has grown rapidly as more and more firms are capitalising on its benefits. In today's competitive environment businesses are using e-commerce to a large extent irrespective of their sizes. Evaluate the possible benefits of e-commerce to organisations, society and consumers in general.

**25 Marks**

**END OF QUESTIONS**