

THE UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

BSc (HONS) BUSINESS INFORMATION SYSTEMS

SEMESTER TWO EXAMINATION 2009/2010

ICT FOR STRATEGIC ADVANTAGE

MODULE NO: BIS3006

Date: Monday 7th June 2010

Time: 2.00 – 4.00 pm

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.

Please turn the page

School of Business and Creative Technologies
Business Information Systems Pathway
Semester 2, Examination 2009/2010
ICT for Strategic Advantage
Module No.BIS3006

QUESTIONS

1. Provide a critical evaluation of the important activities that should take place during systems implementation to ensure a successful conversion from the existing system to a new system.
(25 marks)
2. Prompted by recent security alerts, Lloyds TSB (a financial organisation) has decided to evaluate its potential for recovery in the event of computer systems failure. Critically examine the different stages in formulating a Disaster Recover Plan (DRP).
(25 marks)
3. In any e-commerce environment Critical Success Factors (CSF) are the indispensable business, technology, and human factors that help to achieve the desired level of organisational goals. Critically evaluate the major CSF for an organisation operating in an e-commerce environment.
(25 marks)
4. It is thought that the use of certain e-commerce tools can help organisations gain competitive advantage. Critically evaluate to what extent this is true, and briefly outline how an organisation might identify those applications, which have the greatest potential to convey competitive advantage?
(25 marks)
5. A manufacturing company with 300 employees has recently upgraded its hardware and software to ensure operational reliability. However, the design of the company's Decision Support Systems (DSS) has remained unchanged for a considerable time. How would you carry out a review of the effectiveness of the DSS and to what matters would you direct your attention?
(25 marks)
6. In the current digital age more and more companies are now realising that the Internet can play a major role as a source of competitive information (competitive intelligence). Using Internet tools critically analyse six search strategies that companies can use and discuss the danger of over reliance on such information.
(25 marks)

END OF QUESTIONS