

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

BA BUSINESS ADMINISTRATION PATHWAY

VIETNAM

SEMESTER 2 EXAMINATIONS 2009/2010

ICT FOR STRATEGIC ADVANTAGE

MODULE NO: BIS3006

Date: 31st May 2010

Time: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

There are SIX questions on this paper.

You are required to 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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QUESTIONS – Answer ANY FOUR questions

1. A manufacturing company with 250 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)
2. It is reported that some e-commerce tools have the potential to 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)
3. Many companies consider 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)
4. Successful implementation of ICT systems presents companies with many challenges. Critically review the important activities that should take place during the implementation to ensure a successful conversion from the existing system to a new system.
(25 Marks)
5. Because of the importance of ICT to organisation world wide, companies regularly review and up date their recovery policy and procedures. Critically examine the different stages in formulating a Disaster Recover Plan (DRP).
(25 Marks)
6. Critical success factors (CSFs) are measures that indicate the performance of different parts of an organisation. Critically evaluate the major CSF for an organisation operating in an e-commerce environment.
(25 Marks)

END OF QUESTIONS