

**UNIVERSITY OF BOLTON**  
**FACULTY OF WELL-BEING AND SOCIAL SCIENCES**  
**ICT FOR STRATEGIC ADVANTAGE**  
**SEMESTER 1 2011/12 EXAMINATIONS**  
**MODULE NO: BIS3006**

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Date: 19<sup>th</sup> January 2012

Time: 2:00pm to 4:00pm

**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**

1. There are different stages to systems development and implementation. Critically evaluate the important activities that should take place during systems implementation to ensure a successful conversion from the existing system to a new system.

(25%)

2. E-commerce tools are becoming increasingly important to organisations today. It is thought that the use of these tools can help organisations gain competitive advantage. Provide a critical evaluation explaining 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%)

3. Mason manufacturing recently upgraded its hardware and software to ensure operational reliability. However, the design of the company's Management Information System (MIS) has remained unchanged for a considerable time. How would you carry out a review of the effectiveness of the MIS and to what matters would you direct your attention?

(25%)

4. In today's information age businesses are using the internet to achieve competitive advantage in different ways. 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%)

5. Critical success factors (CSF) are the activities required for the success of your business. They 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 e-commerce environment.

(25%)

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6. It is very important for any organisation to make sure it has a test, up-to-date and fully workable Disaster Recover Plan (DRP). Prompted by recent security alerts, Converst.com (an insurance company) 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%)

**END OF QUESTIONS**