

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS & CREATIVE
TECHNOLOGIES**

**BA (Hons) ACCOUNTANCY
BY DISTANCE LEARNING**

VIETNAM BANKING UNIVERSITY (INTAKE 3)

SEMESTER 1 EXAMINATIONS 2011/12

ICT FOR STRATEGIC ADVANTAGE

MODULE NO: BIS3006

Date: Friday 7th October 2011

Time: 2 Hours

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- The failure of Information Systems (IS) projects are often attributed to a combination of technological, organisational, and managerial factors. Indicating at least eight reasons, critically review the reasons for failure of Information Systems (IS) projects
25 Marks

- 2- The number of customer complaints in a retail company in Singapore has encouraged the company to invest in a Customer Relationship Management (CRM) software from a local vendor. Critically review the factors that the company should consider when implementing their CRM.
25 Marks

- 3- The Enterprise Resource Planning ((ERP) software are considered a must have application by many organisations, and companies in Vietnam are realising the importance and the contribution that such an application can make to their companies. Critically review at least five tangible and five intangible benefits of such application.
25 Marks

- 4- The online consumer behavioural models often encompass a combination of demographic, intervening, and dependent variables. Discuss the importance of and significance of demographic and click stream behaviour.
25 Marks

- 5- e-Marketing is the sum of all activities a business conducts through the Internet with the purpose of finding, attracting, winning and retaining customers (CISCO 2006). Critically examine at least five function of e-Marketing that should be at the base of any e-Marketing strategy
25 Marks

- 6- Companies are very keen to convert shoppers and browsers who visit their company web sites to actual buyers. Recommend a strategy for driving qualified traffic to companies.
25 Marks

END OF QUESTIONS