



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF BACHELOR OF

INFORMATION TECHNOLOGY

SIT 407: BUSINESS MANAGEMENT

DATE: WEDNESDAY 2ND FEBRUARY 2011

TIME: 2.00 P.M – 4.00 P.M

INSTRUCTIONS:

SECTION A

QUESTION ONE 9[30 MARKS]

- a) Explain the term business strategy, and state the main requirements in analyzing the business strategy. [6 marks]
- b) Explain the main constituents of the business strategy [6 marks]
- c) Distinguish between the following terms [4 marks]
 - i) Mission and vision
 - ii) Strategic and tactical objectives
- d) Explain the following terms
 - i) Business process analysis [4 marks]
 - ii) Business process re-engineering
- e) When attempting to align the Business Strategy, Is Strategy, Information Systems and Business Structure or processes, there are four terms that best describe this alignment. [4 marks]
- f) Business performance is dependent on the processes that gather and disseminate information. Explain how E- commerce contributes to the business value chain. [6 marks]

SECTION B

QUESTION TWO [20 MARKS]

- a) Explain the following strategies on overcoming the competitive disadvantages in any business establishment, and for each show how IT/IS can be used to achieve it.
- i) Alliances [10 marks]
 - ii) Differentiation (superior quality, or being a preferred customer)
 - iii) Cost
 - iv) Innovation
 - v) Growth (enables volume or expansion in geography or increased flexibility of production and distribution).
- b) Distinguish between Information System(IS) and information technology (IT) [4 marks]
- c) Explain the term E-Business [2 marks]
- d) The IS/IT strategy is composed of two strategic parts; an IS component and IT component. Explain the two components. [4 marks]

QUESTION THREE [20 MARKS]

- a) Artificial intelligence
- b) Explain the following terms as used in relation to information technology. [10 marks]
- i) Neural networks
 - ii) Robotics
 - iii) Genetic algorithms
 - iv) Expert systems
- c) Three strategic aspects of artificial intelligence in decision making process. [3 marks]
- c) One disadvantages of using Artificial intelligence as compared to Human Intelligence. [1mark]
- e) Explain how multi- media can be used to improve the performance of business. [4 marks]

QUESTION FOUR

- a) Explain term “downsizing” and state the driving forces of downsizing in many organizations. [2 marks]

- b) Describe the various Information technology infrastructure required for distributing knowledge. [8 marks]
- c) Reasons why employers in a business organization may resist the introduction of new Information system. [4 marks]
- d) Name any three items required for accessing **INTERNET**. Explain the purpose of each item. [6 marks]

QUESTION FIVE

- a) Distinguish between information and knowledge and using a diagram explain the process of knowledge management. [5 marks]
- b) “ Information technology is a business force now. It is increasingly affects how firms / business organize, do business and compete.” Discuss this statement in reference to business establishments. [15 marks]