**ALOYCE DACHE – AIIM/00759/2022**

**Technical University of Kenya**

**BSc. Information Science / Informatics Track**

**Management Information Systems**

**Cat 2**

**Questions**

1. *Competitive advantage in organizations can be achieved in three dimensions; strategic, tactical and operational dimensions. With examples, explain how IS can help achieve these three. (8 marks)*
2. *The value chain frame work of Michael porter is model that helps to analyze specific activities through which firms can create value and competitive advantage. The goal of primary value chain activities is to create value that exceeds the cost of providing the product or service, thus generating a profit margin. Explain the components of the primary level of* this *framework. (8 marks)*
3. *Explain the emerging fourth-era of information systems – the IS capability and illustrate how this links to the organizational performance. (4 marks)*
4. Competitive advantage in organizations can be achieved in three dimensions; strategic, tactical and operational dimensions. With examples, explain how IS can help achieve these three. (8 marks)

* Strategic dimension – information systems can be used to understand the trends in specific market, behavior of clients and competitors thus enabling an organization to identify niches in the market and put in place required strategies.

Example of the system used is market research systems.

* Tactical dimension – IS can be used to monitor activities within an organization to determine areas that need improvement hence enabling proper decision making.

Example of the system used is decision support systems.

* Operational dimension – IS can be used to personalize customer interactions and provide customer assistance which leads to customers’ satisfaction with the services.

1. The value chain frame work of Michael porter is model that helps to analyze specific activities through which firms can create value and competitive advantage. The goal of primary value chain activities is to create value that exceeds the cost of providing the product or service, thus generating a profit margin. Explain the components of the primary level of this framework. (8 marks)

* Inbound logistics – this component involves activities of receiving, storing, managing raw materials, and relationships with suppliers.
* Operations – this component involves the activities of transforming raw materials into final products and services i.e manufacturing, processing, quality control and assembly.
* Outbound logistics – it involves the activities of storing and distributing the final products to the customers i.e packaging, warehousing and order fulfillment through deliveries.
* Marketing and sales – it involves informing customers about products and services through advertisements and promotions, and selling the products.
* Service – involves the activities that either enhance or maintain value of product after it is sold and delivered i.e repairs, installations, warranties and customer support.

1. Explain the emerging fourth-era of information systems – the IS capability and illustrate how this links to the organizational performance. (4 marks)

The fourth-era of IS focuses on the use of information system technology to create a competitive business advantage over other organizations.

The IS capability aspects and how they link to organization performance are as follows:

* Dynamic capabilities – this allows for faster innovation through adaptation and evolution of information systems.
* Knowledge-based decision making – it allows strategic decision making by providing adequate information through data analytics.