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**Management Information Systems | CAT 2**

**Question 1**

Information Systems (IS) can achieve competitive advantage through the following dimensions:  
1. Strategic Dimension: IS helps organizations to implement strategies that differentiate them in the market. For example, Amazon uses advanced analytics and recommendation systems to personalize customer experiences.  
2. Tactical Dimension: IS improves decision-making by providing real-time data. For instance, a company may use a Customer Relationship Management (CRM) system to identify trends in customer preferences.  
3. Operational Dimension: IS enhances efficiency in daily operations. An example is a manufacturing firm using automation systems to streamline production processes.

**Question 2:**

**Components of the Primary Level of Porter's Value Chain**

The primary activities in Porter's Value Chain are:  
1. Inbound Logistics: Receiving and storing raw materials. For instance, a car manufacturer ensures a steady supply of quality parts.  
2. Operations: Converting inputs into finished products. An example is Toyota’s lean manufacturing system.  
3. Outbound Logistics: Distributing products to customers. Retailers like Walmart manage efficient supply chains.  
4. Marketing and Sales: Promoting and selling products. Coca-Cola uses global marketing campaigns.  
5. Service: Post-sale support, like Apple's customer service.

**Question 3:**

Fourth-Era IS Capability and Organizational Performance

The fourth era of IS focuses on building \*\*information systems capabilities\*\* that drive innovation and adaptability. This involves using AI, cloud computing, and big data to create predictive analytics. For example, companies leveraging big data can optimize their supply chains, thereby improving performance and profitability.