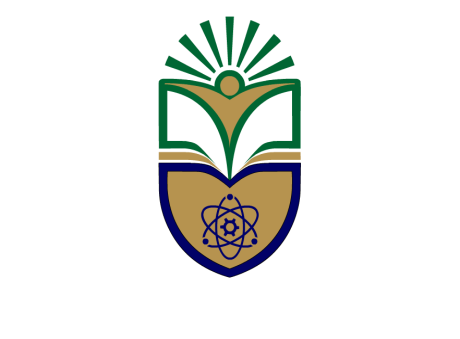
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**THE TECHNICAL UNIVERSITY OF KENYA**

**FACULTY OF SOCIAL AND TECHNOLOGY STUDIES**

**SCHOOL OF INFORMATION AND COMMUNICATION STUDIES**

**DEPARTMENT OF INFORMATION AND KNOWLEDGE MANAGEMENT**

**AIIQ 2122**

**MANAGEMENT INFORMATION SYSTEMS**

**ODAO MOUREEN NABWIRE**

**AIIM/00768/2022**

**1. Competitive Advantage in organizations can be achieved/realised in three dimensions; strategic, tactical and operational dimensions. With examples, explain how IS can help achieve these threes**

**(8 marks)**

**Information systems can achieve competitive advantage strategically** Improving efficiency and enhancing customer services. Automating processes can reduce costs and increase productivity across department leading to efficient operations

Improving customer service by using customer relationship management to personalize customer interaction and hence improving customer service leading to increased marketing.

**Tactically information systems can achieve competitive advantages by**

Researching on the market trends.

Information systems uses data to analyze market trends and user needs by monitoring customer behavior and competitor activities and identifies potential treats and opportunities in the market scope. Which allows business change their tactics in dealing with the threats in the market hence achieving a competitive advantage

**Operationally competitive advantage cab be acquired by**

Automating processes to give the employees enough time to focus on strategic activities to improve production

Implementing quality management systems that track capabilities and identifies quality correction issues to minimize waste and improve quality

**2.The Value Chain framework of Michael Porter is a 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. Includes receiving warehousing and inventory control of a company’s raw materials

Operations. Processes involved when converting the raw materials into finished products or service

Outbound logistics. All activities involved in distributing the final product to the customer. Delivering, storage and distribution activities.

Marketing and sales. This are strategies to enhance targeting of appropriate customers. Advertising and promotion are marketing skills used to target clients

Customer service. Includes activities to maintain products and enhance customer experience in repairs, refunds and exchange

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

Enterprise computing-using information technology in a large organization to support critical business operations across different departments

Enterprise computing enables efficient business processes and improves decision making promoting collaboration between departments to increase productivity and profitability.