



Declaration by Student for Online Examination

I do hereby undertake to submit without demur or protest to the decision of the Faculty of Applied Sciences as far as the online examination and its results are concerned. I will be strictly following the instruction listed below:

1. I will strictly follow the deadlines of the examinations including the starting date and time and ending date and time.
2. I will check the emails and/or LMS to get the necessary instructions and exam schedule from the department.
3. I will contact the department to check my eligibility to appear in the online examinations.
4. I will be responsible to ensure the availability of a suitable computer/device with stable Internet connectivity and a suitable location (a closed room with no external noise and sufficient lighting) in order to avoid any disturbance during the online examination.
5. I agree to switch on the video camera and/or microphone of my computer or any other device during the presentation and viva voce Examination and when requested to do so by the examination supervisor. I also agree to share my screen with the evaluation panel during such Examination. In the case of projects, I will also be aware of sharing relevant deliverables on the screen for discussions.
6. I will ensure the submission of answers to all attempted questions within the prescribed time in the required file format.
7. I am aware that in case of any examination misconduct, the examination supervisor has the authority to report to the relevant authorities of the Faculty/University and the prescribed procedure for examination malpractices and/or offenses will be followed.
8. I have read and understood the information in the Students' Guide for Online Examinations, Faculty of Applied Sciences, prior to the Online Examination.
9. I will compulsorily adhere to the conditions specified in the Honour code for open book examinations as follows:

I acknowledge the Faculty Honour Code and I hereby confirm that the submitted work is entirely my own and I have not (i) used the services of any agency or person(s) providing a specimen, model work in the preparation of the work I submit for this open book examination; (ii) given assistance in accessing this paper or in providing specimen, model to other candidates submitting for this open-book examination.

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Date: 18.10.2021

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Section A

Question 1

The business strategy affords the foundation for the whole organization's operation and goals. To have a plentiful synchronized business strategy, organizational strategy, and information system strategy, the organization's business strategy must be clarified well. A precise business strategy will offer a guide on how your business is performing internally. Also, how you are performing compared to your competition and what you need to stay relevant into the future.

The business strategy delivers the organizational and IS strategy with the guidelines and mission of their departments. This permits the leaders of those business components to strategize and install initiatives based on the goals and objectives set out by the business strategy.

The frameworks of the business strategy are also serious from the cost leadership to the differentiation to the focus of the organization, the way the business strategy is laid out provides the origin for the organizational and IS strategy. Strategy frameworks are tools that aid structure business thinking and guide businesses as they grow and complete their missions. They can also be used to study business issues and progress strategies. And strategy advisors often use them to communicate their solutions to their clients.

Business strategy helps to describe factors such as how the IS strategy accomplishes the company's hardware and software and significantly customer data within the organization. If IS frequently has to replace hardware and software, it is not favorable to certifying that the company can offer the lowest-cost product. Conversely, if the organizational structure is not in line with the business strategy, then the strategy is at risk to fail. The business strategy is to follow a cost-leadership strategy but IS constantly must continually raise its expenditures.

how does business strategy act like a driver of the vehicle? It means how it works as a core strategy of an organization. Imagine, One day, a stakeholder's account that related to our company purchase department became unresponsive due to an IT-related issue. IT error related to a networking issue that communicated with the hardware and the customer's device. The error should have been quickly fixed and the customer sent it on their way. However, the IT strategy be short of a method to safeguard the customer had an excellent interaction with the IT team. The customer ended up having a very deprived experience and it replicated on the entire business strategy. This will be a hopeless action to the stakeholder and it will be a defect on all of the company's resources. So we can know how business strategy practices as a driver of a vehicle.

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Question 2

i)

There are numerous models of organizational strategy and one of them is the business diamond which contains four modules of an organization that drives any strategy a business is looking for. Current organizational strategies make risky use of IT and discover how IT can ease management control at the organizational or discrete level. We can see robust alignment of information system strategy and business strategy in Mary Kay because of the introduction of mymk.com and Mary Kay InTouch. Both these service areas show that the strategy of Mary Kay is according to its goal by attaining good business using good technology.

Organizational variations would need to be reliable with a revised organizational strategy. If no organizational changes were made, we'd imagine the systems to be forbidden by many of the workers. Managers would expect IBCs to use the systems, but IBCs are self-governing agents, so they would most likely stay in using the systems unless motivated to do otherwise. Thus, the reward and compensation systems would need to be adjusted to accommodate the new system.

ii)

In business information systems is a vital organisational design element for the vital endurance of the business. Generally, the organizational strategy involves design, culture, and organization must have organizational knowledge of what information system can do and how it touches the business. The estimation system should be able to flow in the organization and there should be vigilant decision making and defence of a right in reward systems. Information systems belongings managerial control so feedback requires planning and analyzing so that customers can advantage from the product you are manufacturing.

Assessment systems would consist of a component of how well the systems were used by the IBCs. There would be essential to be an evaluation of the incidence and efficiency of the use of the systems. That may translate into the reward systems, where IBCs are salaried for their use of the systems or where they find that using the systems gives them advantages they didn't get or else. IBCs might need motivation packages to inspire them to buy computers if they don't have one already. Sustenance processes would be wanted to help IBCs study how to use the systems effectively and to help them classify new ways to do their business better. The results of the evaluation process would have to be used to offer feedback to the personnel. Perhaps, in discussing an employee's performance, it may be helpful to share with the average performance levels of other employees.

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Question 3

Here, I am choosing one of the famous global air line service, Fly Emirates. It is one of the leading airline services across the globe. So here, I will explain how Fly Emirates handle the Porter's five forces model successfully.

Rivalry among competitors:

Emirates airlines have high rivalry among their nine main global contestants, but more lately, with regionally-located competitors, including Etihad and Qatar Airways, due to price wars. Emirates has selected to not participate, deciding instead to actually increase yield through increased prices by a skimming strategy. Aligning their prices above the race works to ensure the company's investment "in creation and service excellence."

Bargaining power of suppliers

Emirates is an worldwide airline that flies to more than 150 cities across the globe In this aviation industry, only two major aircraft producers are producing long-haul aircraft: Airbus and Boeing. Emirates operates airplanes from both companies and always order new planes for the fleet regeneration. Airbus and Boeing have strong bargaining power, but Emirates manages to have an advantage when it comes to procurement new planes as they frequently buy new models in large numbers.

Bargaining power of buyers

With many diverse airlines in this competitive market, there is a lot of very inexpensive pricing. But Emirates has been very keen. The airline tries to reduce the buyers' power by introducing their frequent flyer program with some perks for certain tiers and promotions. This is done in order to not only benefit regular clienteles, but also to persuade new passengers to fly again with Emirates.

Threat of new entrants:

The airline industry has high entry barriers, primarily associated with the considerable start-up costs involved. Moreover, entering the sector requires government approval as well as satisfying the standard of flight affiliations. Therefore, Emirates Airlines faces low threat of new applicants because they have been working for frequent decades and can handle the pressure.

Threat of substitute products:

Emirates Airlines faces a medium level of threat of substitute products in the aircraft industry. Different bearers besides Emirates are providing transportation services, which can be viewed as a supernumerary for the consumers. Another substitute that is nearby for individuals traveling to nearby areas is other methods of transportation such as automobiles, founding Emirate's indirect race. However, concerning international travel, air travel is the first selection for patrons.

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Section B

Question 5

Any company would need to make its private applications when they encompass a core capability to prevent a loss of control over strategic creativities or a loss of strategic focus. Also, if it involves intimate or sensitive IS services or software development to avoid thinkable outflows of any competitive confidences. Another consideration is time and knowledge, does the organization have enough time and knowledge to ample software development projects in-house. If their inner organization is capable of rising the needed applications internally, there really would be no reason to buy the technology and run the risk of overreliance on the alternative organization. My prior employer went to outsourcing IT services because the other organization was able to make available the desired applications faster and less expensive than we could develop them inside.

Key reasons why IS organization should make its systems include;

- they will have full control of the system
when a firm agrees to make or produce its application system, it will have direct control of the process.
- it promotes the development of the internal workforce
to make a new application system, the organization will have to train its internal workforce. Exercise is key in workforce development.
- limits possible transfer of technology and intellectual property
when there is outsourcing, IS organization will easily share their technology with other organizations.

The key reasons why IS organization should buy its systems include;

- it will access external expertise
the IS organization will advantage from quality application systems got from external organizations that are experienced in producing them
- the organization will focus on core functions
IS organization will concentrate on the main functions as external organizations provide the application systems.
- it is sometimes cost-effective
buying from outside objects is sometimes cost-effective because society will not need to create a new department to produce the application systems.

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