

Faculty: Science and Technology
Course: MIS 6140 Information Systems Strategy & Management
Instructor: Joshua Rumo A Ndiege, PhD
Exam: Quiz 1
Time: 1hr30min

Answer all questions

1. It is important that firms appreciate the value of their IT investment. However, such appreciation has always remained elusive.
 - a) Describe the concept of “IT value” (4mrks)
 - b) Illustrate any four ways on how businesses can deliver IT Value. (8mrks)
2. A firm you work for which has been in operation for over 10 years now has never developed an IS strategy. The management remains skeptical of the relevance of such a strategy.
 - a) Help the management understand what IS strategy is [2mrks]
 - b) Provide five strong justifications to the management why the firm should be considering an IT strategy. (10mrks)
 - c) Explain to the management why the understanding of the firm’s vision and strategy will be critical to the development of an effective IS strategy
3. Discuss the role played by the following when developing an Information Systems Strategy:
 - a) Michael Porter’s Five Forces Model (enumerate the role of each force) (10mrks)
 - b) Value Chain Analysis (5marks)
4. Discuss why SMEs may experience difficulties in developing an IS strategy. However, also suggest solutions to the difficulties (five) you discuss. (15mrks)