# Answer all questions relating to the following case study

Adam Transport Inc. (AT) is a transportation company in Asia, founded in 1975. It is a prominent manufacturer and distributor of public buses in the industry. The company today serves some 300 customers (bus companies) who purchase their buses for domestic and regional travel. It has a wide telecommunications network to keep a 24-hour connectivity with its customers and an efficient Customer Helpdesk. AT also provides technology and consulting programs to its customers to improve passenger experience through seamless ticketing service using Biometrics. They have received worldwide accolade for its efficient management and maintenance of buses.

1. As a manufacturer and distributor in Asia it is critical for AT to serve its customers well by managing all customer data efficiently.
2. Explain Data Management
3. Information Technology (IT) is a pervasive element that has revolutionized the workplace. Explain the term ‘Global Marketplace’ and describe clearly the three business issues owing to the growth and pervasiveness of IT that can affect AT.

(15 marks)

1. The CIO (Chief Information Officer) role today not only focuses on leading, governing and managing organizations but keeping abreast with technology. Explain to AT clearly the:
2. **TWO (2)** different factors how the AT CIO can lead and create a vision by understanding the business needs.
3. The differences between governance and management.

(10 marks)

1. Strategic use of IT provides a strategy or blueprint of how technology supports and shapes the organization's overall business strategy. Discuss the **TWO (2)** strategic uses of IT: Jumping to a New Experience Curve and Electronic Tenders, relating your answer to the Case Study.

(10 marks)