

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**  
**MAY, 2013**

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**TITLE OF PAPER : STRATEGIC INFORMATION SYSTEMS**

**COURSE CODE : BA 502 FULL TIME / IDE BA 502**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (4)**
- 2. SECTION A IS COMPULSORY.**
- 3. ANSWER ANY TWO (2) QUESTIONS IN SECTION B**
- 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION.**

**NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AS WELL AS FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.**

**SPECIAL REQUIREMENTS: NONE**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

## **SECTION A**

### **Bosu Balance Trainer**

The Bosu Balance Trainer is a device for developing balance, strength, and aerobics conditioning. Invented in 1999, Bosu has become popular in leading health clubs, in athletic departments, and in homes. Bosu stands for “both sides up” because either side of the equipment can be used for training.

Bosu is not only a new training device, but it also reflects a new philosophy in athletic conditioning that focuses on balance. According to the Bosu inventor, David Weck, “The Bosu Balance Trainer was born of passion to improve my balance. In my life-long pursuit of enhanced athleticism, I have come to understand that balance is the foundation on which all other performance components are built.” Bosu devices are sold by Bosu.com.

Bosu devices have been successful enough that copycat products are undoubtedly on the way. For Bosu to be successful over the long term, it must transform its early market lead into a sustainable and durable market share. This means that Bosu must be used and recommended by coaches, personal trainers, and other significant purchase influencers. Bosu must develop a reputation among these market leaders as delivering significant benefits without risk of injury.

#### **Question 1**

How can Bosu create barriers to entry to the competition?

25 marks

#### **Question 2**

How can Bosu create a sustainable advantage?

25 marks

## SECTION B

ANSWER ANY TWO QUESTIONS

### Question 1

Discuss the business model capability audit in relation to process analysis, people/partner analysis and organization/culture analysis. 25 marks

### Question 2

Discuss strategy, capability and value as drivers of cost savings? Give examples of metrics. 25 marks

### Question 3

Discuss the difficulties that arise from legacy systems? 25 marks

### Question 4

Discuss the benefits of IT Governance in an organisation? 25 marks