

COURSE CODE: BA215 (IDE ONLY)

TIME ALLOWED: 3 HOURS

**INSTRUCTIONS:**

1. This paper consists of Sections A & B.
2. The Case Study (Section A) is compulsory.
3. Answer any three questions from section B.

**Note:**

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR**

ASL is a large manufacturer of microcomputer components. It operates plants in several regions of the country. The products are marketed and distributed worldwide. As an integral part of its expansion, ASL intends to establish a WEB-based information system that will handle a variety of transactions (e.g. sales orders, cash disbursements, payrolls), operations (e.g. manufacturing, warehousing, shipping), and management activities (e.g. planning new facilities and controlling inventories).

Required:

- a. Describe the steps in strategic planning that ASL should undertake in developing its web-based information system. (10)
- b. What strategic objectives should ASL establish in order to ensure success of its global expansion? (5)
- c. What should be the attributes of ASL's web-based information system?(5)
- d. What pitfalls should be avoided in developing ASL's web-based information system? (5)

Question 2

How can MacFarlan's strategic grid be used to define an information systems strategy for an organisation. (25)

Question 3

a. Discuss the three levels of internet business models. (15)

b. How can intranet expansion increase risk to an organisation (10)

Question 4

Give a detailed discussion of decision support systems. (25)