

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION PAPER
JULY, 2013

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

The Slammer worm was a computer program that infected computers that were operating a Microsoft program called SQL Server. The worm was so effective that it even infected computers at Microsoft's headquarters. The worm did nothing harmful; it just consumed so many computer resources that serious traffic jams occurred over the internet. Microsoft had posted a fix to plug the hole used by this worm on its Web site, but many, possibly most, SQL Server users had not installed that fix.

The second problem occurred in software from the People Soft division of Oracle Corporation. This particular problem allowed hackers to exploit People software to install unauthorized programs on the computers of PeopleSoft's customers. The unauthorized software could then gain unauthorized access to customer programs and data.

One can imagine that Microsoft's and Oracle's competitors used the news reports to gain advantage in sales situations over the ensuing weeks. However, no software is known to be secure; there is always the chance that a hole will be found in any company's software. Thus using another vendor's security problem to gain a sales advantage is a strategy that can backfire if you later develop your own security problems.

Suppose that you work for a software company like People Soft /Oracle and your management decides to embark on an initiative to help your customers improve their computer security when using your software. Part of this initiative is to examine your products and attempt to find and eliminate any security holes in them. Another part of the initiative is to train your customers on secure ways of using your software through employee training and other non-software solutions. Additionally, your company plans to work with third party companies that have expertise in this area, even if that means working with competitors

Question 1

Describe ways which the security initiative will lock in customers and buyers. Are there ways that it can lock in suppliers as well?

25 marks

Question 2

In what ways can the new security initiative raise barriers to market entry?

25 marks

SECTION B

ANSWER ANY 2 QUESTIONS

Question 1

Discuss the business model strategy audit in relation to business context analysis and business network 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 leadership approaches to the role of IT at the Factory stage. 25 marks

Question 4

Discuss the benefits of outsourcing at uniswa 25 marks