

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
DECEMBER, 2015

TITLE OF PAPER : STRATEGIC INFORMATION SYSTEMS

COURSE CODE : BA 502 IDE

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (5)**
 - 2. SECTION A IS COMPULSORY.**
 - 3. ANSWER ANY THREE (3) 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

Trim Balance Trainer

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

Trim is not only a new training device, but it also reflects a new philosophy in athletic conditioning that focuses on balance. According to the Trim inventor, David Weck, “The Trim 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.” Trim devices are sold by Trim.com.

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

Question 1

How can Trim create barriers to entry to the competition?

25 marks

SECTION B

Question 2

Discuss the leadership approaches to the role of IT at the Factory stage 25 marks

Question 3

Discuss any two drivers towards a better IT governance 25 marks

Question 4

How can IT be used to build barriers to entry and change the basis of competition? 25 marks

Question 5

The Swaziland science Park Research Centre wants to outsource the centre to some Indian company. Why would the Research centre which is an IT company enter into a large scale relationship with the Indian company? 25 marks