



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : ECB30503
SUBJECT TITLE : ALIGNING BUSINESS AND INFORMATION TECHNOLOGY
LEVEL : BACHELOR
TIME / DURATION : 3.00 PM - 6.00 PM / 3 HOURS
DATE : 20th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in English (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Information Technology plays an important role in succession of a business. Identify **THREE (3)** methods on how technology acts as an enabler for a business.

(10 marks)

Question 2

In order for an organization to successfully aligns business and IT strategy is to identify factors that promote alignment. Briefly examine **THREE (3)** of the factors that will promote alignment between the business strategy and IT strategy.

(10 marks)

Question 3

The central feature of all Enterprise Resource Planning system is a shared database that supports multiple functions used by different business units. As an IT strategist for an organization of your choice, you are to convince the management to adopt an ERP system for the company. Describe **FOUR (4)** competitive advantages that the company will gain from this technology.

(10 marks)

Question 4

It is very difficult for a company to achieve the perfect alignment of IT and Business goals. In not more than 200 words evaluate the issues faced by a company in aligning Business and Information Technology goals.

(10 marks)

Total: 40 marks

SECTION B: (Total: 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Recommend **FOUR (4)** cost-saving actions that are required by an organization who adopt the cost leadership strategy.

(20 marks)

Question 2

It is vital role for the management to define the technology direction for the organization to achieve that competitive advantage. Write **FOUR (4)** critical steps that need to be taken by a company to develop a business strategy that fully integrates technology capabilities and innovations.

(20 marks)

Question 3

Evaluate **FIVE (5)** limitations that a company faced **before** adopting Customer Relationship Management (CRM) system.

(20 marks)

Total: 60 marks

END OF QUESTION PAPER

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