BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
INFORMATION TECHNOLOGY PROGRAMME
B.Sc. FIRST SEMESTER EXAMINATION 2023/2024 SESSION
COURSE CODE: IFT 205   COURSE TITLE: INFORMATION TECHNOLOGY IN BUSINESS
COURSE CREDITS: 2   DATE :   TIME: 2 hours
INSTRUCTION: Attempt any three questions

Question One
  a. Write short notes on the success factors of e-business.   **(11 marks)**
  b. Briefly describe e-business implementation steps.   **(14 marks)**

Question Two
  a. List the advantages and disadvantages of e-business implementation. **(15 marks)**
  b. How would you define e-readiness?   **(4 marks)**
  c. List the categories of e-readiness according to the Economist Intelligence Rankings.
                                                                  (6 marks)

Question Three
  a. How does Information Technology affect the value chain?   **(5 marks)**
  b. How is Information Technology of strategic significance to companies? **(6 marks)**
  c. In what ways does information revolution affect competition? **(6 marks)**
  d. What steps will the top management follow in taking advantage of information?
                                                                  (8 marks)

Question Four
a. Porter's model recognizes five major forces that could endanger a company's position in a given industry. State these forces.   **(10 marks)**
b. What is competitive intelligence?   **(4 marks)**
c. List the primary activities in the value chain.   **(5 marks)**
d. Uncertainty is a factor that affects the design and structure of a modern organization. Briefly explain the different forms it can take.   **(6 marks)**

Question Five
a. Explain the features that are expected of any e-commerce implementation. **(21 marks)**
b. Write briefly on the following: i. Portals   ii. Buying Groups. **(4 marks)**