

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

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**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