

SACRAMENTO STATE UNIVERSITY
College of Business Administration

MIS 270 – Strategic IT Analysis and Planning

Final Exam

Points: 100

Due: Wednesday, May 17
No later than 6:00 p.m.

Answer the following four problems. The questions have been written for you to reflect upon our discussions and readings. Be sure to compose your answers in the context of the textbook and article readings, and class lectures and discussion.

Note. Your answers should reflect your individual effort. Collaborating with others who are either enrolled in this class or not will lead to a failing grade. Answers showing close resemblance will be considered a collaborative effort.

Guidelines

1. The exam should reflect an individual's effort, and NOT be the product of group collaboration. Points will be gained from the uniqueness of your response (provided your response is correct and/or can be substantiated).
2. Your response should reflect and incorporate the readings from the textbook and the material presented in class.
3. Essays should be typewritten (double space, 12-point font, one-inch margins) and printed in letter or near-letter quality.
4. Although there is no lower limit to the number of pages, you are expected to demonstrate integrative and creative thought within the number you choose. However, an answer should not exceed five pages. Incorporating readings beyond the textbook into your response is greatly encouraged.
5. Be sure to cite the sources you reference. If the item (i.e., article, book, etc.) you reference is from the textbook, no bibliographic entry or footnote is required. Otherwise, attach an entry identifying the source.
6. Do NOT bind your exam answers. Staple each essay in the upper left corner and submit them in a 9 × 12-inch manila envelope.
7. Bullet points and non-descriptive paragraphs are not considered acceptable responses.
8. Be sure to organize your work. Unorganized submissions will be a detriment to your grade.

Refer to the syllabus for other requirements.



Read the Darden case study, “Online Grocery: How the Internet is Changing the Grocery Industry” (Darden-PeapodCaseStudy.pdf), extract information from the Peapod profile (Peapod.pdf) and answer the following 4 questions.

1. Propose a strategic IT investment for Peapod given their case, those of the other online grocers and their (Peapod’s) company profile. Describe the investment and explain how this investment would give Peapod a competitive advantage, an increased market share, a distinguishing profile (i.e., market leader), a unique market position, a barrier to entry (to other online grocers), and/or an ability beyond those of its competitors.

A strategic IT investment may include (but is not limited to) data mining, data warehousing, knowledge management (KM), customer relationship management (CRM), enterprise resource planning (ERP), infrastructural technologies, and web technologies. Please avoid par

2. For the proposed IT investment, (a) identify its strategic benefits, including potential revenue streams, (b) the potential cost of ownership (i.e., identify costs associated with ownership), and (c) strategic costs, including cost to sustain the strategic advantage of the investment.

Note. Do not identify the dollar amounts, but the sources of costs and their importance or the degree to which they may impact ownership.

3. For the proposed IT investment, evaluate its impact on (a) the industry and society, (b) the competition, and (c) the business organization. Include in your evaluation the pros and cons of the proposed investment, and the possible impact it may have on the organization structure, work flow, employee morale and/or business ethics.

Hint. An example would be the American Airlines and Sabre case discussed at the beginning of the semester.

4. For the proposed IT investment, (a) identify appropriate choices and alternatives, (b) identify selection criteria, including quantitative and qualitative factors, and (c) given the selection criteria in (b), evaluate the choices in (a) and rank them.

Note. When writing your answers, please integrate the alphabetically noted items (e.g., (a)) into a complete response rather than addressing them individually (i.e., separately). Each question is worth 25 points.

