



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
KBI 2403 – VIRTUAL NETWORKED ORGANIZATIONS

Date: 15TH AUGUST 2023
Time: 2:30AM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms.
- i) Virtual organization
 - ii) Decision (4 Marks)
- b) Differentiate between a virtual organization and a conventional organization. (4 Marks)
- c) Describe the three types of decisions. (6 Marks)
- d) Smart Solutions Inc. is a virtual organization that specializes in providing remote administrative support services to small and medium-sized businesses. Founded in 2020, the company operates entirely online, employing a network of virtual assistants who work remotely from different locations. They offer a wide range of services, including email management, scheduling, data entry, customer support, and social media management.
- Through effective strategies addressing trust-building, communication, and quality control, Smart Solutions Inc. successfully established itself as a reputable virtual organization providing remote administrative support. Their focus on professionalism, reliability, and customer satisfaction contributed to their growth and success in the virtual support services industry.
- i) Identify four strategic planning tools that the company can utilize in their decision making process. (4 Marks)
 - ii) Discuss four strategies they can rely on while running their business venture. (8 Marks)
 - iii) Highlight four challenges they are likely to face. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between adaptive and virtual customers. (3 Marks)
- b) Discuss four customer roles in virtual organizations. (8 Marks)
- c) Highlight three crucial skill sets for each of the following contractors in virtual organizations.
- i) Independent contractors (3 Marks)
 - ii) Virtual assistants (3 Marks)
 - iii) IT/Technical contractors. (3 Marks)

QUESTION THREE (20 MARKS)

- a) Identify four tools required in a virtual organization in for group decision making process. (4 Marks)
- b) Discuss the eight stages of a decision making process. (8 Marks)
- c) Describe four reasons why proper planning of a strategic decision making session in a virtual organization is crucial for the success of the session. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe four technological developments that have contributed to growth of virtual organizations in recent times. (8 Marks)
- b) Discuss the business value of a group decision making process in virtual organizations. (4 Marks)
- c) Discuss four task formulation roles of a customer in a virtual organization. (8 Marks)

QUESTION FIVE (20 MARKS)

DigiTech is a technology startup that specializes in developing innovative solutions for the renewable energy sector. The company comprises a diverse team of engineers, designers, and business professionals who collaborate to make strategic decisions and drive the company's growth. Recently they have decided to run the organization virtually.

- a) Discuss four possible situations that could have driven Digitech to decide to switch to virtual operations. (8 Marks)
- b) Describe the virtualization process they can apply in order to successfully switch to virtual operations. (8 Marks)
- c) State four benefits they are likely to enjoy after switching to virtual. (4 Marks)