"*Investing in Africa's Future*"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

MANAGEMENT INFORMATION SYSTEMS-MMS 501

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2018

LECTURER: Mr.Timothy Makambwa

DURATION: 3 HOURS

INSTRUCTIONS

Answer **ALL** the questions in **Section A** and any **Three questions from Section B** and each question has **20** marks. Total possible mark is **100.**

Start **each** question on a new page on your answer sheet.

The marks allocated to **each** question are shown at the end of the section.

Section A – (Compulsory 40 Marks)

Answer all questions in this Section

Question One

a) While developing an information management strategy within an organization, it is useful to consider information needs at on three levels:
- ·Corporate (Top Level)
- ·Team, Division, Business Unit (Middle Level)
- Individual (Low Level)

Explain the level of business activity with reference to information required?

(20 marks)

b) Describe Porter's Competitive Forces Model and his Value Chain Analysis process and comment on the effectiveness of these for developing strategic objectives

(20 marks)

Section B (60 Marks)

Answer *Any* Three questions

Question Two

The activities of management comprise planning, monitoring, controlling and decision making.

a) Provide a definition for **EACH** of these four management activities.   **(10 marks)**

b) Explain what is meant by a Knowledge Based System (KBS), and assess the extent of support KBS could provide for these four management activities. Support your answer with appropriate real life examples, wherever possible.   **(10 marks)**

Question Three

a) What special security measures must be taken by organizations linking to the Internet?

(10 marks)

(b) With the aid of examples clearly define malicious software   **(10 marks)**

Question Four

a) What is the difference between a strategic information system and a strategic-level information system? Describe the various ways that information systems can be used to support business and firm level strategies. **(10 marks)**

b) Define the following and give two examples of each of the following:
   a. Application software
   b. Anti-virus software
   c. Utility Program
   d. Operating System
   e. Network

(10 marks)

Question Five

Home Maintenance Direct, a mail order hardware organization, has been able to expand its business by mailing details of special offers to selected customers and, by using a call centre, keeping them updated with telephone calls and emails. Although the organization provides building supplies to private individuals at low prices, additional discounts are provided to registered builders. Whilst this approach has been successful, poor record keeping has resulted in staff becoming confused between the two types of customer and occasionally registered builders are charged the non-discounted price and become angry and complain.

a) Describe a type of package solution that could manage and store details of the various communications made with the customers. **(10 marks)**

b) Discuss the possible implications this package would have on other systems that store customer information. **(5 marks)**

c) Outline the management information that could be provided by such a package.

(5 marks)

Question Six

Organisations are not always able to perform their own business information systems functions and some businesses prefer not to do so for various reasons. The solution for some is outsourcing.

a) Briefly explain the concept of information systems outsourcing.   **(10 marks)**
b) Critically discuss the main factors in making information systems outsourcing successful.
                                                                (10 marks)

Question Seven

The Internet has had a significant impact on business processes and led some organisations to consider developing a business strategy more appropriate to an e-business environment.

a) Explain what is meant by an e-business strategy.   **(10 marks)**

b) Discuss the impact on the business information systems function if the organisation decided to develop an e-business strategy.   **(10 marks)**

Question Eight

Business Intelligence (BI) systems include elements of both Executive Information System (EIS) and Decision Support Systems (DSS).

i)   Explain the key features of an EIS.   **(7 marks)**
ii)   Explain the key features of a DSS.   **(7 marks)**
iii)   Justify the claim that BI Systems incorporate elements of both EIS and DSS. Include a definition of a BI system within your answer.   **(6 marks**

END OF PAPER