



**COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE**

**MANAGEMENT INFORMATION SYSTEMS-MMS 501 -EMBA**

**END OF FIRST SEMESTER EXAMINATIONS**

**DECEMBER 2018**

**LECTURER: Mr.Timothy Makambwa**

**DURATION: 3 HOURS**

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***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**.

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

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

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## **Section A – (Compulsory 40 Marks)**

### **Question One**

It is often said that business information systems play a vital part in the success or failure of a business enterprise.

- a) Computer-based information systems can be categorized into operational information systems and management information systems. Discuss these two categories giving business examples for each one. **(15 marks)**
- b) Managers in businesses are often classified into one of three levels, operational, middle or senior (executive) level. Discuss how computer-based information systems can support managers at these different levels of the business. **(15 marks)**
- c) Describe Porter's Competitive Forces Model and his Value Chain Analysis process and comment on the effectiveness of these for developing strategic objectives. **(10 marks)**

## **Section B (60 Marks)**

**Answer *any* three questions from this Section**

### **Question Two**

- 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 Three**

The introduction of new or enhanced business information systems to the work place often involves changes to employees working practices.

- a) What objections might employees have to the changes brought about by new or enhanced business information systems? **(10 marks)**



b) How might the organisation manage the change to new staff working practices when introducing a new or enhanced business information system? **(10 marks)**

#### **Question Four**

According to Turban et al. (2011), Business Performance Management (BPM) can be seen to be the convergence of Corporate Strategic Planning and Business Intelligence (BI).

a) Provide an overview of the key steps within a Corporate Strategic Planning process, identifying any strategic planning techniques that could be employed. **(10 marks)**

b) Describe a suitable BI system that could be used directly by a senior manager to monitor company progress towards achievement of its corporate strategic plan. Include in your description an overview of its possible architecture and how the relevant information could be presented to the senior manager. **(10 marks)**

#### **Question five**

In the context of MIS, describe each of the following applications and evaluate their benefits.

a) Data warehousing. **(6 marks)**

b) Customer Relationships Management (CRM) systems. **(8 marks)**

c) Enterprise Resource Planning (ERP) systems. **(8 marks)**

#### **Question Six**

Customer Relationship Management (CRM) systems are a key component of the information infrastructure for many organisations.

a) Discuss THREE essential requirements of a successful CRM. **(10 marks)**

b) With reference to examples you have studied or are familiar with, show how the failure or absence of ONE of these requirements can cause significant difficulty to an organisation.

**(10 marks)**

#### **Question Seven**

Describe, using examples, how **THREE** of the following can be used in the provision of an organisation's management information systems.

- i) Enterprise Resource Planning systems
- ii) Mobile broadband
- iii) Cloud computing Application Service Provider
- iv) Cost benefit analysis
- v) Teleworking

**(5x4 marks)**



### Question Eight

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

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

(8 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.

(12 marks)

END OF PAPER