## AFRICA UNIVERSITY
*(A United Methodist-Related Institution)*

### *"Investing in Africa's Future"*

# FACULTY OF MANAGEMENT AND ADMINISTRATION

**COURSE TITLE:** **MMS501 – MANAGEMENT INFORMATION SYSTEMS**

**MODULE 4:** **FINAL EXAMINATION -NOVEMBER 2013**

**LECTURER:** **MR T MAKAMBWA**

**TIME:** **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.**

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.

Credit will be awarded for logical, systematic and neat presentations.

**Section A – (Compulsory-40 Marks)**

**Question one**

a) What are the 8 basic ways in which a business can gain competitive advantage? Use Porter's framework to explain ways in which information systems can be helpful in assisting the achievement of competitive advantage.     **[10]**

b) People in different management levels have different information needs and the information needed by different managerial and operational levels varies in time span covered, level of detail, source, data scope, degree of structure and purpose.

      i. Identify and describe the major tasks of managers in the 3 levels of management in the organizational hierarchy? What types of information systems serve each level? **[10]**

      ii. Outline the information needs of the different organizational levels (clerical, operational managers, tactical and strategic management) in terms of the broad spectrum of characteristics such as time span covered, level of detail, source, data scope, degree of structure and purpose.                                  **[10]**

      iii. How can a DSS help make decisions? Operational managers usually do not use DSSs. Why?                **[5]**

      iv. Differentiate between DSS and MIS     **[5 ]**

**Section B**

Answer **three** questions from this section **(20 marks each).**

**Question Two**

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]**

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

**Question Three**

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]**

b) Critically discuss the main factors in making information systems outsourcing successful. **[10]**

**Question Four**

a) Describe the main difference between B2B and B2C based electronic systems. Use relevant examples in your answer. **[10]**

b) With the aid of examples describe what malicious software is.

[**10**]

**Question Five**

For **FOUR** of the following types of applications, describe the principal purpose of **EACH** application and how it could be used to satisfy an organisation's management information requirements. Justify and support your answer with appropriate examples.
   i.    Customer Relationships Management (CRM) system.
   ii.   Human Resources Information System
   iii.  Electronic Point of Sale (EPOS) System
   iv.   Corporate Intranet
   v.    Project Management Support System

**[4 x 5]**

**Question Six**

Discuss Intellectual Property under the following heading:

a) Software piracy                                        **[5 ]**

b) Patents and copyright law                              **[10]**

c) Electronic copyright                                   **[5]**

**Question Seven**

(a) What are the main features of a Customer Relationship Management (CRM) system
**[10]**

(b) What is the role played by each of the following information systems within

organizations:

   a.  Executive Information Systems (EIS)

   b.  Decision Support Systems (DSS)

   c.  Transaction Processing Systems (TPS)

   d.  Expert Systems (ES)

   e.  Office Automation System (OAS)                     **[10]**

**Question Eight**

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

    a) Explain the key features of an EIS.            **[7]**

    **b)** Explain the key features of a DSS**.**         **[7]**

 **c)**     Justify the claim that BI Systems incorporate elements of both EIS and DSS. Include a definition of a BI system within your answer.        **[6]**

**END OF PAPER**