



"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

NCIS 408: MANAGEMENT INFORMATION SYSTEMS

END OF SECOND SEMESTER EXAMINATIONS

JULY 2022

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

Answer Any Three questions

Question Two

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.

- a) Customer Relationships Management (CRM) system.
- b) Human Resources Information System (HRIS)
- c) Electronic Point of Sale (EPOS) system.
- d) Corporate intranet.
- e) Project management support system

(4x 5 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

- (a) Describe the main difference between B2B and B2C based electronic systems. Use relevant examples in your answer. **(10 marks)**
- c) Describe the security threats associated with any internet system and the countermeasures which you would recommend. **(10 marks)**

Question Five

- a) State and justify **FOUR** reasons why a company may favour an in-house applications development over the purchase of an off-the-shelf packaged solution to support an identified corporate requirement. **(8 marks)**
- b) For **THREE** of the following IS development concepts, provide an explanation and assess its usefulness for MIS design.
- I. Entity Relationship modelling.
 - II. Use cases.
 - III. Storyboarding.
 - IV. Required Operational Messaging Characteristics (ROMC).
- (3x4 marks)**

Question Six

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(ASP)
 - iv) Cost benefit analysis
 - v) Teleworking
- (20 marks)**

Question Seven

Business Intelligence (BI) systems include elements of both Executive Information Systems (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)**

Question Eight

- a) Take a marketing decision making scenario to illustrate the differences between operational and strategic management for purposes of information system design. **(8 marks)**
- b) Discuss using appropriate business management applications the hallmarks that set decision support systems apart from expert systems. **(7 marks)**
- c) Make the argument that management information systems are essentially designed for control purposes. **(5 marks)**

END OF PAPER