



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR MASTER OF BUSINESS
ADMINISTRATION**

BBA 841: MANAGEMENT INFORMATION SYSTEMS

DATE: 5/12/2017

TIME: 11.00-2.00 PM

**INSTRUCTIONS: ANSWER QUESTION ONE (1) AND ANY OTHER THREE
QUESTIONS**

QUESTION ONE (30 MARKS)

Read the case below and answer the questions that follow:

Silver City Sounds is a company specialising in the sale of CDs and music DVDs by mail order and telephone. A stock of over 100 000 discs is currently held in the warehouse. The company is moving to new offices and wishes to install a networked information system that will help to coordinate its DVDs/CDs selling business. Information regarding stock level of any CD or DVD must be accessible to all members of the sales team at the same time and must be kept up-to-date on a sale-by-sale basis. In addition, the system should give the Sales Manager a summary of data and information on total sales made on any particular day with the corresponding amount of money and the balance of stock. This data and information would make the management to make necessary strategic decisions for purposes of helping the company to increase on its future sales.

- a) Identify any three benefits of embracing the networked system to the mail order and telephone system (3 marks)

- b) In the new network information system, state and explain three types of network topologies that the company can adopt (6 marks)
- c) The main aim of the company installing a network system is to enhance collaboration and coordination of its sales staff using a groupware. Explain the meaning of groupware (2 marks)
- d) Using a suitable illustration, describe the components of a web based decision support system that the company would use in conducting its business on-line (4 marks)
- e) In making necessary strategic decisions for purposes of helping the company to increase on its future sales, the sales manager uses executive support systems. Highlight the benefits of using such types of systems (4 marks)
- f) Explain the difference between an operating system and application software and give an example in each case (4 marks)
- g) Describe why organisations build information systems (5 marks)
- h) Define secondary storage and give an example (2 marks)

QUESTION TWO (20 MARKS)

- a) Highlight the skills required of an information system manager in order to plan, implement and support integrated information systems (5 marks)
- b) The use of expert systems in businesses becomes very vital in preserving the knowledge of experts though with a number of limitations. Identify these limitations (5 marks)
- c) Discuss the impacts of ICT in society (10 marks)

QUESTION THREE (20 MARKS)

- a) Using a suitable illustration, discuss the business perspective of an information system (10 marks)
- b) You have been selected as an information system specialist to spear head the development of your organisation's information system. You have two options, either to seek for a vendor with a system for sale or start the system development process with a specialist team of experts. State three advantages of using the system development process and give two disadvantages of purchasing the vendor driven system. (5 marks)
- c) Evaluate the role of ethics in the use of information systems (5 marks)

QUESTION FOUR (20 MARKS)

- a) Define information system security and describe three types of application controls that enhance the security of business information systems (7 marks)
- b) In undertaking external information system integration, organisations have taken up the cloud integration architecture. What considerations should these organisations take in order to achieve business success and optimize the value of the cloud undertakings (10 marks)
- c) Identify three types of structural organizational change that are enabled by information technology (3 marks)

QUESTION FIVE (20 MARKS)

- a) Give a broad definition of business strategy (5 marks)
- b) Explain the different components of strategic management (15 marks)