

**PAN AFRICA CHRISTIAN UNIVERSITY  
EXAMINATIONS PAPER**



**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY  
BACHELOR OF COMMERCE  
BACHELOR OF BUSINESS LEADERSHIP**

**JANUARY-APRIL 2017**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY**

**COURSE CODE: BUS3223 | BCM305 | BIT407**

**COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS**

**EXAM DATE: TUESDAY 4<sup>th</sup> APRIL 2017**

**TIME: 2.00PM-5.00PM**

**INSTRUCTIONS**

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Four questions in Section **B**.
- Write your **student number** on the answer booklet provided.

**SECTION A: (Answer ALL questions in this section)**

**QUESTION 1:**

- a) Define the following terms: **[3 Marks]**
- i) Information system
  - ii) Data warehouse
  - iii) Packet switching
- b) Explain two strategic business objectives of Information Systems in an organization. **[2 Marks]**
- c) XYZ is a member's only club located in the leafy suburb of Upper Hill in Nairobi. It boasts restaurant, golf course, a tennis court and a swimming pool among its facilities. Members can take golf or tennis lessons, enroll in weekly schedule events, participate in tournaments and invite guests for certain activities. The club is managed by a board of directors that is responsible for hiring staff and monitoring the budget. You have been commissioned to analyze the club's information requirements and recommend a solution. Identify the club's systems, sub-systems, boundaries, inputs and outputs. **[3 Marks]**
- d) Outline two benefits of e-commerce to:
- i) An organization **[2 Marks]**
  - ii) Customers **[2 Marks]**
- e) "It is often said that the application of Information Technology *"flatten"* organization structure." Explain the statement. **[2 Marks]**
- f) Distinguish between Management Information System and Transaction processing Systems. **[2 Marks]**
- ii) State two characteristics of an Executive Support System. **[2 Marks]**
- g) Computer software, books, music and other creative works can be digitized and distributed over the internet. Examine two problems faced in the protection of intellectual property rights arising from the use of the internet. **[2 Marks]**

**SECTION B: (Answer any FOUR (4) questions in this section)**

**QUESTION 2:**

- a) Distinguish between the following: **[6 Marks]**
- i) Batch processing mode and online processing mode
  - ii) Local Area Network and Wide Area Network
  - iii) Bus topology and Star topology
- b) Wangu Ltd is in the process of automating its operations. The senior management of Wangu Ltd are however not aware of the benefits of computer networks to the an organization. As an expert explain six benefits to the senior management. **[6 Marks]**
- c) Discuss the following technologies for safeguarding information resources:
- i) Biometric Authentication **[2 Marks]**
  - ii) Encryption **[2 Marks]**
  - iii) Firewalls **[2 Marks]**
  - iv) Business continuity planning **[2 Marks]**

**QUESTION 3:**

- a) i) Differentiate between structured and unstructured decisions. **[2 Marks]**  
ii) Discuss three components of Decision Support System. **[6 Marks]**
- b) According to Mintzberg's classification, explain four basic kinds of organizational structures, giving an example of each. **[8 Marks]**
- c) Describe two applications of information systems in each of the following areas of business:
  - i) Finance and accounting
  - ii) Human resource management
  - iii) Sales and marketing
  - iv) Manufacturing and production

**[4 Marks]**

**QUESTION 4:**

- a) When building a Management Reporting System (MRS), it is recommended that a phased approach, with prototyping, is adopted by the development team.
  - i) Define the term prototyping. **[1 Mark]**
  - ii) Outline three reasons why prototyping is recommended for MRS. **[3 Marks]**
  - iii) With the aid of a diagram, describe the steps used in prototyping process during MRS development. **[6 Marks]**
- b) Discuss five roles of a database administrator in an organization. **[10 Marks]**

**QUESTION 5:**

- a) Explain four characteristics of a digital firm. **[4 Marks]**
- b) Describe three types of electronic payment systems. **[6 Marks]**
- c) Use the porter's value chain to explain how a management information system will give the organization an edge over its competitors. **[7 Marks]**
- d) Explain three ways in which intellectual property is protected. **[3 Marks]**

**QUESTION 6:**

- a) i) Define the term Customer Relationship Management (CRM). **[1 mark]**  
ii) Explain four benefits of a CRM system. **[4 Marks]**
- b) Rationalize the purpose of information systems from a business perspective, clearly demonstrating the role they play in the business information value chain. **[4 Marks]**
- c) i) Define the term Enterprise Systems. **[1 Mark]**  
ii) Explain four ways in which enterprise systems changes the work flow of an organization. **[4 Marks]**

**Marks]**

- d) Explain the ethical, social and political issues raised by use of information systems. **[6 Marks]**

**QUESTION 7:**

- a) With the aid of diagram, Explain four components of IT infrastructure. **[8 Marks]**
- b) Discuss how information systems influence organizations, people, and technology. **[6 Marks]**
- c) E-commerce is preceded by the Electronic Data Interchange (EDI) technology.
  - i) Describe the term Electronic Data Interchange. **[3 Marks]**
  - ii) State three advantages of an EDI System to an organization. **[3 Marks]**