

Management Information Systems

PAC UNIVERSITY

BCM305/ BUS3223/ BIT301: MANAGEMENT INFORMATION SYSTEMS ONLINE EXAMS

DATE:

TIME:

QUESTION 1 COMPULSORY (10 MARKS)

(a) Explain the following technologies that enable a company to make effective marketing decisions:

(i) Analytics; (2 Marks)

(ii) Dynamic Pricing; (2 Marks)

(iii) Customer Relationship Management. (2 Marks)

(b) Discuss **FOUR** components of a Management Information System. (4 Marks)

QUESTION 2 (10 MARKS)

(a) Describe the Data Processing Cycle. (4 Marks)

(b) KENLIP Enterprises recently implemented a Management Information System. Explain **THREE** justifications for having such a system in the organization. (6 Marks)

QUESTION 3 (10 MARKS)

(a) Discuss **TWO** advantages of computer networks in an organization. (4 Marks)

(b) Citing **TWO** relevant examples for each, differentiate between System Software and Application Software. (6 Marks)

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QUESTION 4 **(10 MARKS)**

- (a) Explain **FOUR** basic components of a telecommunications network. **(4 Marks)**
- (b) Innovation through information technology has created a number of radical changes in businesses. Discuss any **THREE** of these changes. **(6 Marks)**

QUESTION 5 **(10 MARKS)**

- (a) WEX Limited implemented a Decision Support System. Highlight **FOUR** characteristics of this system. **(4 Marks)**
- (b) Describe, with a relevant example in each case, **TWO** types of Transaction Processing Systems. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

- (a) Discuss **TWO** components of a Decision Support System. **(4 Marks)**
- (b) During this COVID 19 pandemic season, a number of organizations whose staff are working from home have reported increased cases of internet security threats. Explain any **THREE** such threats. **(6 Marks)**

End of Exam