

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF SCIENCE INFORMATION TECHNOLOGY

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY

COURSE CODE: BIT/BSIT 301 BUS 3223/BCM305

COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS

CAMPUS: ROYSAMBU

EXAM DATE: THURSDAY, XXXXX/APRIL, 2025

TIME: 14:00PM-17:00PM

INSTRUCTIONS

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

SECTION A

(Answer ALL questions in this section)

Question 1:

One of the responsibilities of information system managers which is often neglected is to make users perceive Information Technology and Information Systems as powerful and valuable tools but not the remedy for all problems in an organization. When applied thoughtfully these tools can bring important benefits to individuals, organizations and customers. When these tools are misapplied, they can waste a tremendous amount of time, effort and money.

Required

- a) Discuss five benefits of applying Information Technology to both the organization as well as to the individuals

[5

Marks]

- b) Discuss five obstacles that makes it difficult to successfully apply Information Technology and Information Systems in the real world of business indicating how to overcome each of them

[5

Marks]

SECTION B

(Answer any THREE (3) questions in this section)

Question 2

- a) Company XYX is a global retail giant facing increasing competition in the e-commerce sector. As newly appointed Chief Information Officer (CIO), outline a strategic plan for leveraging information systems to maintain a competitive edge and drive growth

[5

Marks]

- b) Explain Two functions of management clearly showing how information systems can support the execution of the stated functions
[5 Marks]

Question 3:

- a) Kenafric Ltd. is facing challenges in managing its inventory and supply chain. Suggest an MIS solution that can streamline the inventory management process, enhance supply chain visibility and improve decision-making for the company

[5

Marks]

- b) Pac Institute wants to implement a Customer Relationship Management system (CRM) to better manage its customers interactions and improve sales effectiveness. Develop a plan for selecting and implementing an appropriate CRM system for the organization

[5

Marks]

Question 4:

- a) Discuss five roles of strategic information systems in improving operational efficiency and effectiveness in organizations **[5 Marks]**
- b) Explain five challenges faced by multinational corporations in managing its global information systems infrastructure **[5 Marks]**

Question 5:

- a) It has been indicated in some quarters that any organization that will ignore IT will basically not survive, which I believe you also agree with. Discuss the strategic roles of IT in organizations and business firms today

[5

Marks]

- b)** Using examples explain any Five benefits of Enterprise -wide Management Information Systems to an Organization **[5**

Marks]

Question 6:

- a)** Using porter's competitive forces model explain how company's use information systems to achieve competitive advantage

[6 Marks]

- b)** Explain any Two Issues you would consider before implementing a computerized information system in any organization that has been running a manual system since inception

[4 Marks]

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