

Management Information Systems



PAC UNIVERSITY

DLM107: 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) Audience Reach; (2 Marks)

(ii) Campaign Testing; (2 Marks)

(iii) Competitor Analysis. (2 Marks)

(b) Discuss, with an example in each case, **TWO** components of computer hardware. (4 Marks)

QUESTION 2 (10 MARKS)

(a) Explain **FOUR** characteristics of a Management Information System. (4 Marks)

(b) Discuss **THREE** types of information that a Management Information System could provide a company with. (6 Marks)

QUESTION 3 (10 MARKS)

Management Information Systems

(a) Discuss **FOUR** advantages of integrating Information Technology in a business. **(4 Marks)**

(b) Explain the relationship between Hardware and Software and cite relevant examples. **(6 Marks)**

QUESTION 4 **(10 MARKS)**

(a) Explain **TWO** main features of a Transaction Processing System. **(4 Marks)**

(b) Discuss **THREE** roles of Management Information Systems in Decision-Making. **(6 Marks)**

QUESTION 5 **(10 MARKS)**

(a) Explain **FOUR** characteristics of an Executive Support System. **(4 Marks)**

(b) Discuss **THREE** types of cyber-crimes that an organization may be faced with. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

(a) Highlight **FOUR** examples of Transaction Processing Systems. **(4 Marks)**

(b) Distinguish between Internet and Intranet. **(6 Marks)**

End of Exam