



PAN AFRICA CHRISTIAN UNIVERSITY

(BBIT, BCOM, BBLD)

END OF SEMESTER EXAMINATION SEPTEMBER-DECEMBER 2019

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: BIT301

CAMPUS: ROYSAMBU

COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS

EXAM DATE: MONDAY, 09TH DECEMBER 2019

TIME: START HOUR – END 14:00-16:00 HRS

DURATION: 2 HOURS

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.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A: (Answer ALL questions in this section)

Question 1

Read the scenario below and use it to answer questions i, ii,iii.

Anchete Ltd designs and makes gold, diamonds and precious stones jewelry. It retails them through its nine branches in Kenya. It has implemented a new computer information system that includes a POS (Point of Sale) module, besides other modules. Its General Manager, Mr. Enoch was quoted as saying:

"Once we integrate the front-end point of sales system to the back-end systems, we expect to be able to reduce our inventory by about 15%, which will out to be about Kshs.156 Million." *"Since the platform will enable the company to have a top-down view of the business-from inventory to sales-top management will be able to make informed decisions about the business base on the available information quickly and effectively."* *"We need to see which products customers want, which are selling well and which are not moving. With the new system, the company can understand the spending habits of customers and to differentiate the respective types of customers. We will also be able to understand what customers want in terms of preferences such as designs, colors and sizes."*

a) Based on the given scenario:

i. Identify the type of Information System cited in the above case and explain its main functions in the business. **(6 Marks)**

ii. Describe the types of resources Anchete Ltd needs to support the Information system referred to above.

(6 Marks)

iii. Discuss how the above information system can help Anchete Ltd obtain strategic advantage in the market. **(6 Marks)**

b) With computer hardware, software and telecommunications getting cheaper, more and more businesses are adopting information systems consequently generating large quantities of business information. Outline any SIX problems

this trend may pose to an organization.

(6 Marks)

- c) Identify the THREE levels in which information systems in organizations are categorized, clearly distinguishing the types of information held at each level.

(6

Marks)

SECTION B: (Answer any THREE (3) questions in this section)

QUESTION 2

XYZ Ltd is a supplier of highly specialized cleaning products, with more than 2,000 customers who place orders regularly, but may only do so via telephone or post. Many new competitors have entered the marketplace with both e-business and e-commerce facilities.

- a) Discuss how XYZ could better compete in this market using Information Technologies. **(6 Marks)**
- b) Briefly explain why Information Technology may be an enabler of sustainable competitive advantage, but may not always be such an enabler. **(4 Marks)**

QUESTION 3

Computer-based information systems can be categorized into operational information systems and management information systems. Discuss these two categories giving business examples for each one. **(10 Marks)**

QUESTION 4

Managers in businesses are often classified into one of three levels, operational, middle or senior (executive) level. Discuss how computer-based information systems can

support managers at these different levels of the business.

(10

Marks)

QUESTION 5

ExSky is one of three companies offering the full range of satellite TV, telephone and broadband internet access services to homes and businesses in Kenya. It currently has 33% of the available market, which is estimated in total at 90,000 addresses. Customers can agree to sign up for all services or any combination, and can upgrade at any time. ExSky has adopted a database management approach to the organization of customer records.

a) What steps can ExSky take to ensure the accuracy of captured customer data?

(5 Marks)

b) Suggest how ExSky could make its Transaction Processing Systems to add value to its services.

(5 Marks)

QUESTION 6

A small firm of web site designers currently uses standalone PCs on which their design and office automation software is installed, and to which printers and scanners are connected. The web site designers tend to work together on design projects for their clients. Each designer maintains his/ her own records of meetings with clients, project plans, and so on. Since the designers work collaboratively, an information systems consultant has recommended that the firm installs a Local Area Network (LAN) to create a more integrated working environment.

a) For the benefit of the firm's management, provide a clear summary of the key features of a LAN.

(5 Marks)

b) Explain the problems the firm may encounter through its use of a LAN **(5 Marks)**

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