



PAN AFRICA CHRISTIAN UNIVERSITY

(DLM107 | DENT0124)

END OF SEMESTER EXAMINATION MAY-AUGUST 2020

DEPARTMENT: BUSINESS

COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS

EXAM DATE: FRIDAY, 4TH December 2020

TIME: START HOUR – END 08:00-11:00 HRS

DURATION: 3 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

- a) Computer-based Information systems software can be categorized into Systems Software and Applications Software. Discuss these two categories giving business examples for each one. **(4 Marks)**

- b) Briefly describe the following terms:

- i) Network **(2 Marks)**
- ii) Data **(2 Marks)**
- iii) Knowledge **(2 Marks)**

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

Question 2

Discuss five problems associated with automation of business activities and processes. **(10 Marks)**

Question 3

- i) Highlight three main technological components of Management Information Systems **(3 marks)**
- ii) Outline three different ways through which visitors arrive to an active website. **(3 marks)**
- iii) Distinguish between client computer and server computer within a network. **(4 Marks)**

Question 4

- i) Outline two main categories of data accessibility **(4 Marks)**
- ii) Highlight two main user classifications of data access **(4 Marks)**
- iii) Explain the meaning of the term “business intelligence” **(2 Marks)**

Question 5

- i) Explain the three main phases in the decision making process in business **(6 Marks)**
- ii) Discuss the two main types of network and give the applicability of each in business. **(4 Marks)**

Question 6

You’ve been hired as a consultant by an upcoming business organization to conduct a needs analysis and provide expert advice on what is needed for business to thrive. One of the things you established in your analysis is that the organization has no website.

- i) Discuss any five ways a website will be of importance to this organization. **(5 Marks)**
- ii) In your expert opinion, give any five strategies the organization may adopt to market their products or services online **(5 Marks)**