KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

BMS 851: ADVANCED MANAGEMENT INFORMATION SYSTEMS

DATE: FRIDAY 24TH NOVEMBER 2017 **TIME: 5.30 P.M. – 8.30 P.M.**

INSTRUCTIONS

1. Question 1 is Compulsory and carries 40 marks
2. Answer question One and any other Three questions

Question 1

The organizational management has to make decision based on any appropriate decision making model. When applying a particular decision making model, challenges arises as to which is the optimum model to use to allow for faster attainment of solutions to complex scenarios. There are decision making models that capture differences in practice which may be not obvious to strategic managers until illustrated by the systems generated diagrams and graphical presentations. These differences lay in the manner in which amendments to diagrammatic or graphical presentations can indicate accuracy or appropriateness of a chosen decision alternative. Alongside the decision to develop and implement a decision model, a review of earlier models can be used to assist in solving the current problem, in which such model can in practice bring change in manner of solving a problem and consequently be incorporated or categorized as one of the best models or means to illustrating and solving various managerial decision making scenarios and even be a new practice for competitive advantage. Further, the management can make use of divergent decision making models and best practices that are enhanced by decision support systems; in which the initial analysis of a complex problem can be highly supported by the efficient use of any of the different information systems. However, there are different practices that can be applied in divergent problem areas which were not standardized, not to be used alone, but alongside other decision making models. Consultation with other strategic managers can be conducted more efficiently and effectively by use of information systems, which can even bring about other new standard practices that can be embedded into the broader perspective of models that have been allowed as components of the corporate decision making processes and models.

a) Describe the relevant information systems that can be used in support of the various organizational management levels **(10 marks)**

b) Elaborate on the challenges faced by the strategic management in making decisions related to complex problem scenarios **(10 marks)**

c) Justify the fact that Group Decision Support System (GDSS) has the ability to solve both managerial and strategic oriented decision situations **(10 marks)**

d) Decision support should be focused on helping decision makers to identify and select alternatives that serve values. Elaborate on this statement with respect to application areas of Strategic Information System **(10 marks)**

Question 2

a) The management of an organization can opt to outsource for an Executive Support System. Explain the reasons behind outsourcing of an executive support system **(10 marks)**

b) Explore the challenges that can be faced by an organization that has decided to make use of Free Open Source Software Systems in their operations **(10 marks)**

Question 3

a) There are various business models that can be applied by the management of business organizations. Discuss **(10 marks)**

b) Explain the benefits that can be realized by the organizational management that has implemented an value focused thinking strategy **(10 marks)**

Question 4

a) Advanced Management Information System (MIS) provides various information products that support many decision-making needs. Explain the information products of MIS **(10 marks)**

b) Generate the different types of analysis that can be carried out using Expert System (ES) in business organization **(10 marks)**

Question 5

a) Expound on the different forms of knowledge that can be applied by the management in the problem solving scenarios **(10 marks)**

b) Discuss the various commercial applications of the Artificial Intelligence as used be the strategic management of an organization **(10 marks)**