



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2018/2019
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

BMS 841: MANAGEMENT INFORMATION SYSTEM

DATE: WEDNESDAY 3RD APRIL, 2019

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

Organizations today are continuously facing external and internal forces that drive them to change due to the world dynamics are more competitive in times. External forces such as new industries in the market and rapid changes in information technology are among the factors that shape the approach on how organizations handle their businesses. In order to be competent and up to date, many organizations have reorganized and merged into chain, clusters, networks, and strategic alliances to cope with the external forces. In that situation, MIS is one of the key issues that could help organizations to cope with the current business flow. It has been observed that there is an urgent necessity to have new management approach to manage the performance of organizations as the traditional ways have lost their applicability. Therefore, MIS was developed for managing the performance within organizations, which must be able to produce specific, timely and relevant information for planning, decision making and control purposes. The MIS developed as a means of monitoring and maintaining organizational control, which is the process of ensuring that an organization pursues action plans that lead to the achievement of overall goals and objectives. These goals should in turn be direct manifestation of the mission and strategic orientation of an organization. Organizations should develop employee competencies in a manner aligned with the organization's business purposes because the ultimate competitive asset of any institute is its people. This can be succeeded through MIS which act as both behavioural change tool and enabler of improved organizational performance through being instrumental in driving change. Many organizations claimed that their MIS implementation were somehow effective in a way that they have conduct and inserted all relevant and needed steps in their MIS. The effectiveness of implementation of MIS in organizations is still under ambiguity as the effectiveness of implementation depends on variety of factors that are interrelated to the implementation success in organizations.

- a) Discuss the statement "organizations today are continuously facing external and internal forces that drive them to change due to the world dynamics are more competitive in times" (10 marks)
- b) Based on the narrative, explore the strategies that can be applied to counter the impact of the deterrent forces (10 marks)
- c) Demonstrate the applicability of MIS which has been developed for managing the performance within organizations (10 marks)
- d) Expound on the statement that "the effectiveness of implementation of MIS in organizations is still under ambiguity as the effectiveness of implementation depends on variety of factors" (10 marks)

Question 2

- a) Modern businesses transact volumes of data on daily basis. Discuss types of processes that are used to analyse data stored in data warehouses (10 marks)
- b) The information systems security has become major concern of most organizations. Explain the security measures that can be applied to management information system (10 marks)

Question 3

- a) Describe the various activities carried out during the implementation of management information system in business organization (10 marks)
- b) Business operations need to be automated. Explain the challenges faced by the management during business process automation (10 marks)

Question 4

- a) Describe the basic resources that are relevant to implementation of well functioning management information system infrastructure for an organization (10 marks)
- b) Transaction Processing System can assist in aligning information generated from e-business operations with strategic management of organization. Discuss (10 marks)

Question 5

- a) Suggest the functional areas that may need urgent computerization in business organization. Support your answers with an explanation for each (10 marks)
- b) The implementation of management information system (MIS) requires management support for it to succeed. Outline the steps involved in the MIS implementation (10 marks)