KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2020/2021

FIRST SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE

**BMS 400: MANAGEMENT INFORMATION SYSTEM (MIS)**

**DATE: Tuesday 18th May 2021 TIME: 8.00a.m -10.00a.m**

**INSTRUCTIONS:**
Answer Question 1 (Compulsory) and any other 2 Questions.

Question 1 (30 Marks) – COMPULSORY

XYZee Ltd deals in second hand clothing and shoes business; they have branches in the counties in the country and are planning to venture all over Africa. Currently most of their business operations are recorded manually, and updated on centralized computer systems once at the end of the month. The management has noticed business performance is going down and have tasked you to come up with measures to make the business more competitive once again. As an information system expert you have advised management that an investment in Information System will do the magic.

a) Explain unique trends and discoveries that analyzing the business performance using an information system can reveal to help in competitive advantage. 6 marks

b) Demonstrate how investments in global information system can ease the business move to other markets in Africa 6 marks

c) Advice the business on why it is important to invest in information system to manage business data and information 6 marks

a) Explain how information system will help the business develop a competitive advantage 6 marks

b) Finally outline the business challenges that can arise from investment information systems 6 marks

Question 2 (20 marks)

a) Discuss challenges of using open source systems for conducting business and operations of an organization 8 marks

b) Outline options government can adopt to improve and expand national information infrastructure 8 marks

c) Differentiate between data security and data integrity 4 marks

Question 3 (20 marks)

a) Enumerate the advantages of outsourcing information systems 4 marks

b) Discuss various unethical methods adopted by unprofessional IS personnel to compromise the integrity of information systems and hence business performance in general 8 marks

c) Small and medium enterprises SMEs and many start ups are embracing social media such as Facebook, Instagram and Twitter for business. Give reasons why the trend is becoming popular among SMEs 8 marks

Question 4 (20 marks)

a) Write short notes on

  i) Enterprise Resource Planning ERP systems

  ii) Customer Relationship Management CRM systems

  iii) Supply Chain Management SCM systems.

  iv) Global information systems 12 marks

b) Define information overload and explain how information overload can affect effective decision making 6 marks

c) Outline characteristics of strategic information 2 marks