



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
BUSINESS INFORMATION SYSTEMS
UNIVERSITY EXAMINATION FOR THE
3RD YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: IIS 3213

COURSE TITLE: SYSTEMS AND BUSINESS ORGANIZATIONS

EXAM VENUE:

STREAM: BSC IIS

DATE : April, 2017

EXAM SESSION :

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question 1 (Compulsory) and ANY other two questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE – 30 MARKS

- a) What is management **(1 Mark)**
- b) List four structure types which are used to structure organisations. **(5 Marks)**
- c) List five examples of business organisations. How do business information systems relate to ‘information flow’? **(10 Marks)**
- d) Briefly describe how and why an identifiable *strategy* might be adopted by an organisation. **(5 Marks)**
- e) What factors have given rise to the need for a strategic approach to marketing? **(4 Marks)**
- f) Professionals and scholars alike say that marketing must play the lead role in shaping business strategy. Do you think that business executives are fully aware of the role that marketing can play in helping the company succeed? **(5 Marks)**

QUESTION TWO – 20 MARKS

- a) Expand on the term ‘Business Process Reengineering’. Give four reasons for its use in an organisation. **(5 marks)**
- b) Briefly describe the responsibilities of an Information Technology Department when establishing an information system within an organisation. **(5 Marks)**
- c) Explain the relationship between financial accounting and management accounting **(4 Marks)**
- d) What are the duties of management accountant? **(2 Marks)**
- e) The sales turnover and profit during two periods were as follows:

Period	Sales	Profit
1	2000 (Ksh)	200 (Ksh)
2	3000 (Ksh)	400 (Ksh)

Calculate

- P/V ratio
- The sales required to cash profit of Ksh. 500
- The profit when sales are Ksh. 100 **(4 Marks)**

QUESTION THREE – 20 MARKS

- a) TQM (total Quality Management) holds that the achievement of quality control is an end in itself. Explain how everyone is expected to contribute to the overall improvement of quality. **(4 Marks)**
- b) Harold Koontz in his article “The Management Theory Jungle” has classified the major “schools” of management into five broad areas. Discuss.
- i. The management process **(2 Marks)**
 - ii. Empirical school **(2 Marks)**
 - iii. Human relations school **(2 Marks)**
 - iv. Decision theory school **(2 Marks)**
 - v. Mathematical school. **(2 Marks)**
- c) Discuss the role of government in the business ecosystems? **(6 Marks)**

QUESTION FOUR – 20 MARKS

- a) In the emergence of information economy and the digital firm, the major source of wealth and prosperity is the knowledge. Explain distribution of information and knowledge. Explain
- i. The process of adopting new technology **(5 Marks)**
 - ii. The stages of the adoption process **(5 Marks)**
 - iii. Advantages and disadvantages of outsourcing **(10 Marks)**

QUESTION FIVE – 20 MARKS

- a) Many firms are focusing on building new information systems that will improve their business process. Explain three (3) spectrum of organization change in business process. **(6 Marks)**
- b) Systems approach is widely used in problem solving in different contexts. Discuss the six steps to systems approach. **(12 Marks)**
- c) Discuss four advantages of systems approach to business **(2 Marks)**