



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**

1ST YEAR 2ND SEMESTER 2017/2018 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: IIS 3213

COURSE TITLE: SYSTEMS AND BUSINESS ORGANISATION

EXAM VENUE:

STREAM: BIS

DATE:

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 strategic management of information systems? **(3 Marks)**
- (b) Why is it important to understand the difference between computer literacy and information literacy **(5 Marks)**
- (c) What are the three elements of an information system that managers must consider. Which of the three do you consider the most important **(8 Marks)**
- (d) Discuss the benefits and challenges of enterprise systems and explain why a firm would want to build one. **(10 Marks)**
- (e) Explain how on-demand or utility computing can provide value to a business. **(4 Marks)**

QUESTION TWO 20 MARKS

- (a) Discuss the difference between structured knowledge systems and semi structured knowledge systems **(6 Marks)**
- (b) Describe how an organization can use group ware, team ware, and intra nets to enhance the three Cs: communication, collaboration, and coordination **(8 Marks)**
- (c) Discuss the differences in the four global strategies organizations can use to organize their global business. **(6 Marks)**

QUESTION THREE 20 MARKS

- (a) Describe the difference between operational customer relationship management systems and analytical customer relationship management systems. **(10 Marks)**
- (b) Describe the difference between the Economic Theory and the Behavioral Theory of how information systems affect organizations. **(10 Marks)**

QUESTION FOUR 20 MARKS

- (a) Explain how to organize the IT function in an organization **(6 Marks)**
- (b) How does enterprise software enable a business to use industry-proven best practices? **(6 Marks)**
- (c) Explain the bull-whip effect on a supply chain and how it can be avoided. **(8 Marks)**

QUESTION FIVE 20 MARKS

Discuss the business, Social and cultural factors organizations must understand in order to do business on a global scale. **(20 Marks)**