



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
& TECHNOLOGY UNIVERSITY EXAMINATIONS 2012/2013**

**2ND YEAR 2ND SEMESTER EXAMINATION IN BACHELOR
OF BUSINESS ADMINISTRATION WITH IT**

(MAIN-SCHOOL BASED)

COURSE CODE: SCS 214

COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS

DATE: 27/8/13

TIME: 2.00 - 4.00 PM

DURATION: 2 HOURS

INSTRUCTIONS

- 1. This paper contains five (5) questions.**
- 2. Answer question 1 (compulsory) and ANY other TWO questions.**
- 3. Write all answer in the booklet provided.**

ANSWER QUESTION ONE COMPULSORY AND ANY OTHER TWO

- a) Define information systems **(2 marks)**
- b) List and describe the components of an information system **(6 marks)**
- c) How can a transaction processing system help an organization's strategic-level planning? **(5 marks)**
- d) What are the benefits of using a Web-like browser to access information from a data warehouse? **(6 marks)**
- e) What should managers focus on when building a database. **(6 marks)**
- f) Why are decision-support systems more suited for executive decision making **(5 marks)**

QUESTION TWO

- a) Compare the characteristics of an MIS and a DSS. **(4 marks)**
- b) What advantages does a data-driven decision-support system have over a model-driven DSS **(4 marks)**
- c) How can datamining enhance a company's marketing campaign for a new product being introduced to University students **(6 marks)**
- d) Why must an executive support system be flexible and easy-to-use **(6 marks)**

QUESTION THREE

- a) How do you think our government should handle the political issue of Internet decency and access limitations **(4 marks)**
- b) What are the benefits of cooptation when managers are building new information systems to support global businesses? **(5 marks)**
- c) Which of the four major types of information systems do you think is the most valuable to an organization? Explain your choice. **(6 marks)**
- d) Discuss the benefits and challenges of enterprise systems and explain why a firm would want to build one. **(5 marks)**

QUESTION FOUR

- a) Explain how Customer Relationship Management systems can improve a digital firm's information and data. **(4 marks)**
- b) Discuss the differences in the four global strategies organizations can use to organize their global business. **(5 marks)**
- c) Describe the three elements of an information system that managers must consider and which of the three do you consider the most important **(6 marks)**
- d) What are the new roles information systems are playing in organizations? **(5 marks)**

QUESTION FIVE

- a) What are the changes in the business environment brought about by technology in the last five years? **(4 marks)**
- b) Discuss the difference between structured knowledge systems and semi-structured knowledge systems **(4 marks)**
- c) Describe how an organization can use groupware, team ware, and intranets to enhance the three Cs: communication, collaboration, and coordination in an organisation. **(6 marks)**
- d) How can managers' roles be enhanced with a well-integrated information system? How can their roles be diminished with a poorly-integrated information system?

(6 marks)