



**KIBABII UNIVERSITY COLLEGE**

*(A Constituent College of MasindeMuliro University of Science Technology)*

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

E-mail: [enquiries@kibabiiuniversity.ac.ke](mailto:enquiries@kibabiiuniversity.ac.ke)

**UNIVERSITY REGULAR EXAMINATIONS**  
**2<sup>ND</sup> SEMESTER 2012 /2013 ACADEMIC YEAR**

**FOR THE DEGREES OF**  
**BACHELOR OF SCIENCE (COMPUTER SCIENCE)**

**AND**

**BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)**

**CODE:** BBM 205

**COURSE TITLE:** MANAGEMENT INFORMATION SYSTEMS

**DATE:** 19<sup>th</sup> August 2013

**TIME:** 9.00am – Noon

**INSTRUCTIONS**

Answer **question one** and any other **two** questions only.

Question **one** carries **30 marks** and the **other questions** carry **20 marks** each

### Question One (30 Marks)

- a) Define the following terms as used in Information Systems (4Marks)
- i) Computer
  - ii) Computer Program
  - iii) Data
  - iv) Information
- b) Compare and contrast the emerging digital firm with the traditional firm (5 Marks)
- c) Using an appropriate diagram, outline the functions of an Information System (6 Marks)
- d) Outline the importance and role of Information Systems in today's business environment (4 marks)
- e)
- i) Explain what exactly is an information system? (2 Marks)
  - ii) What do managers need to know about information systems? (4 Marks)
  - iii) Outline the major management challenges to building and using information systems (5 Marks)

### Question Two (20 Marks)

- a) Data management is a fundamental component of an information system. Define each of the following terms as used in data management; (4 Marks)
- a. Database
  - b. Database management systems
  - c. Data Warehousing
  - d. Data Mining
- b) Outline six advantages that implementation of a database in an organization will bring forth (6 Marks)
- c) Describe any four types of database models that can be implemented by an organization to work with its Information System (6 Marks)
- d) Highlight the three processing approaches that a business information system may adopt. Cite a relevant example in each (4 Marks)

### Question Three (20 Marks)

- a) The study of Management information systems is a multidisciplinary field. Using an appropriate illustration, describe the contemporary approaches towards the information systems (9 Marks)
- b) The basic IS model shows that an information system consists of five major resources. Explain each of them (11 Marks)

### Question Four (20 Marks)

- a) As the newly hired general manager of Visioners Co. Ltd, you are tasked to revolutionize the poorly performing organization. Even though the organization has fully embraced the use of Information and Communication Technology (ICT), it has been met by a myriad of challenges that you are expected to overcome with time. In the first board of directors meeting, you are expected to present a detailed report concerning the main challenges that are facing Visioners especially with regard to Information Systems. Discuss some fundamental reasons that you would present in your report (10 Marks)
- b)
  - a. Using an appropriate illustration, describe the various information systems (6 Marks)
  - b. Clearly, explain the management level that each of the above stated information systems operate (4 Marks)

### Question Five (20 Marks)

- a) Define each of the following terms as used in Business and Management Information Systems (4 Marks)
  - i. Business functions
  - ii. Business processes
  - iii. Communications Technology
  - iv. Computer Literacy
- b) Outline how information systems support the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources (6 Marks)
- c) Highlight why managers should pay attention to business processes mainly executed by Information Systems (5 Marks)
- d) Outline the business benefits of using collaborative commerce, private industrial networks and enterprise systems (5 Marks)