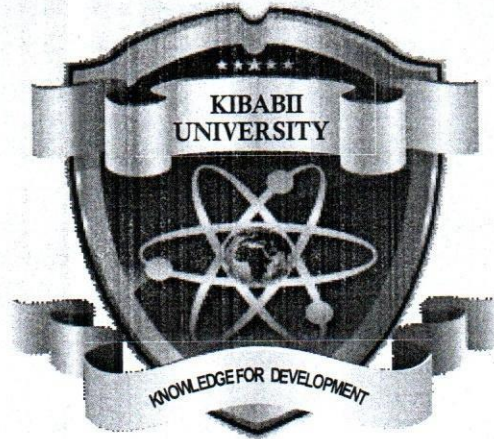


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 221
COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS**

DATE: 16/11/2020

TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

QUESTION ONE (30 MARKS)

- a) Using an organization of your choice, illustrate how it can use information technology to support its competing advantage. (7 marks)
- b) Describe how porter's competitive forces model helps companies to develop competitive strategies using information systems. (3marks)
- c) Define the following terms (5marks)
 - i) Information
 - ii) Data
 - iii) Information system
 - iv) System
 - v) Management information system
- d) Describe the challenges posed by strategic information systems and how they should be addressed. (3marks)
- e) Define I.T. infrastructure from both a technology and a services perspective. Which services does I.T. infrastructure comprise (7 marks)
- f) State any five types of information systems (5 marks)

QUESTION TWO (20 MARKS)

A transport and logistics company has decided that it no longer requires a Head office and its strategic aim is to become a virtual organization.

- a) Discuss various roles of Information technology in strategic management in an organization. (10marks)
- b) In due context of MIS, describe each of the following applications and evaluate their benefits: (10 marks)
 - i) ERP
 - ii) CRM

QUESTION THREE (20 MARKS)

- a) What are some of the causes of implementation success and failure? Which one(s) do you think are the most important (4 marks)
- b) Discuss how enterprise systems help business to achieve operational excellence

(4marks)

- c) Describe how supply chain management systems coordinates planning, production, and logistics with suppliers. (4marks)
- d) Describe the challenges posed by enterprise applications. (4marks)
- e) Describe how enterprise applications taking advantage of new technologies. (4marks)

QUESTION FOUR (20 MARKS)

- a) Describe four security and system reliability problems which can be created by employees hence a threat to information security. (8 marks)
- a) Why are computer systems more vulnerable ? Describe the common threats against contemporary information systems (12 marks)

QUESTION FOUR (20 MARKS)

- a) Using Michael Porter's 5 forces model describe how business can use information system to apply competitive strategies (10 marks)
- b) What are some of the reasons business process reengineering efforts fail (5 marks)
- c) Evaluate the impact of contemporary information systems and the Internet on the protection of individual privacy and intellectual property (5 marks)