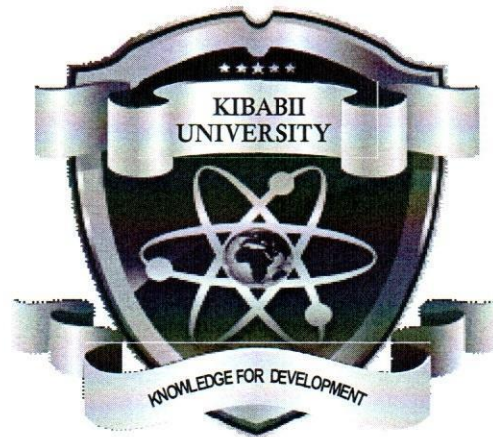


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
MAIN EXAMINATIONS
2020/2021 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 221

**COURSE TITLE: MANAGEMENT INFORMATION
SYSTEM**

DATE: 06/10/2021

TIME: 9.00AM-11.00AM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- a) Management information systems have unique features which differentiate them from any other systems. Discuss the at least five features of management information system. (10 MKS)
- b) Computers and the information they contain are often considered confidential systems because of its sensitivity. Discuss at least five security techniques that can be used to preserve computer information. (10 MKS)
- c) Elaborate on the following marketing management concepts
- i. Data (2MKS)
 - ii. Soft ware (2MKS)
 - iii. Data mining (2MKS)
 - iv. Recommender system (2MKS)
 - v. Internet of things (2MKS)

QUESTION TWO

- a) Organizational systems posses certain unique characteristics. Explain the general characteristics of organizational Systems. (10MKS)
- b) Data mining is a very important process in organizations to turn raw data into useful information. Discuss the at least five steps to be followed when conducting data mining. (10 MKS)

QUESTION THREE

- a) You have been invited to make presentation to business club students on the importance of management information system in enterprise performance. What five points will you emphasize on explaining the advantages of information systems in organizations.(10MKS)
- b) As an expert in management information systems highlight the bottlenecks associated with implementation of management information systems in organizations (10MKS)

QUESTION FOUR

- a) Outline at least five advantages of systems approach in understanding the functionality of organizations. (10 MKS)
- b) Electronic business transactions have shown an upward trend especially during Covid 19 new normal era.Discuss at least five particular products/services offered through this platform. (10MKS)

QUESTION FIVE

- a) The Internet of Things (IoT) connects and exchanges data with other devices and systems over the internet. Explain the technologies that facilitate internet of things(IoT) to work in industries. (10 MKS)
- b) Information technology provides numerous competitive advantages to organizations. Discuss at least five advantages of information technology to Kibabii University. (10MKS)