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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS 2019/2020 ACADEMIC YEAR

SPECIAL /SUPPLEMENTARY EXAMINATIONS YEAR FOUR SEMESTER TWO EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF COMPUTER SCIENCE

COURSE CODE : CSC 411

**COURSE TITLE : MANAGEMENT INFORMATION
SYSTEMS (B)**

DATE: 05/02/2021

TIME: 8:00 A.M – 10:00 A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE [COMPULSORY] [30 MARKS]

- a) Differentiate between the following terms
- i. Information systems literacy and computer literacy [2 marks]
 - ii. Information Systems and Information Technology [2 marks]
 - iii. Object model architecture and System model architecture [2 marks]
 - iv. Fine grain computation and Coarse grain computation [2 marks]
- b) List and describe four reasons why information systems are so important for business today? [2 marks]
- c) Systems that help the firm identify customers for the firm's products or services, develop products and services to meet customers' needs, promote these products and services, sell the products and services and provide ongoing customer support. What systems best describe these functions? Give reasons for your answer. [5 marks]
- d) The major technologies that have revolutionized the way of doing businesses are the Internet and the World Wide Web. Define these technologies and show how they have changed the roles played by information systems in organizations? [4 marks]
- e) Describe five technology and business trends that have enhanced the role of information systems in today's competitive business environment: [4 marks]
- f) What is information systems literacy? How does it differ from computer literacy? [4 marks]
- g) List and describe six reasons why information systems are so important for business today. [3 marks]

QUESTION TWO [20 MARKS]

- a) Explain why information systems are so essential in business today [8 marks]
- b) How do information systems affect organizations and business firms? [9 marks]
- c) Explain the role of decision support system [3 marks]

QUESTION THREE [20 MARKS]

- a) Describe the capabilities of a digital firm. Why are digital firms so powerful? [10 marks]
- b) What is purpose of an information system from a business perspective? What role does it play in the business information value chain? [10 marks]

QUESTION FOUR [20 MARKS]

- a) Discuss the advantages of classifying Information systems according to the support provided to different groups of employees. [5 marks]
- b) Discuss the idea that information system by itself can rarely provide a sustainable competitive advantage. [5 marks]

- c) What are the major capabilities of DBMS and why is a relational DBMS so powerful? **[6 marks]**
- d) Explain why complementary assets are key for ensuring that information systems provide genuine value for an organization? **[4 marks]**

QUESTION FIVE [20 Marks]

- a) Identify and explain the major challenges to building and using information systems. **[6 marks]**
- b) Explain the steps involved in developing an information system **[8 marks]**
- c) Describe fine technology and business trends that have enhanced the role of information system in today's competitive business environment. **[6 marks]**