



(Knowledge for Development)

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATION
YEAR TWO SEMESTER TWO EXAMINATIONS**

**FOR THE DEGREE OF BACHELORS OF SCIENCE
(INFORMATION TECHNOLOGY)**

COURSE CODE: BIT 226

COURSE TITLE: BUSINESS APPLICATION SOFTWARE

DATE: 17/04/2023

TIME: 09.00A.M.-11.00A.M.

2HRS

INSTRUCTIONS

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSORY) [30MARKS]

- a) Define the following terms as used in management information system
- i. Asset
 - ii) liabilities
- (2mks)
- b) Explain four main functional business processes of an organization. (4mks)
- c) Briefly describe the following types of information systems in an organization
- i. MIS (2mks)
 - ii. Decision support systems (2mks)
 - iii. Executive information system (2mks)
- d) Briefly explain the the following e-commerce models
- i) B2B (2mks)
 - ii) B2C (2mks)
- e) Explain briefly the four main steps of product life cycle. (4mks)
- f) State any three benefits of customer relationship management system to an organization (3mks)
- g) Explain how the modern enterprise content management have impacted positively on the following sectors.
- i) human resources
 - ii) banking sector
- (4mks)
- h) Give any three web-based cyber-attacks to organization information systems (3mks)

QUESTION TWO [20 MARKS]

- a) Why are information systems so essential for running and managing a business today? (4mks)
- b) Briefly describe the three information systems dimensions (6mks)
- c) Discuss the major Components of information systems (10mks)

QUESTION THREE [20 MARKS]

- a) Explain briefly the following levels of management
- i) Tactical
 - ii) strategic
- (4mks)
- b) State six reasons why office automation is important to a business firm. (6mks)
- c) Briefly describe the five Michael porters competitive forces model (10mks)

QUESTION FOUR [20 MARKS]

- a) Explain four system-based cyber-attacks on organization information system. (4mks)
- b) Describe any three information system strategies for dealing with competitive forces (6mks)
- c) Explain using relevant example how IT flattens organizations (4mks)
- d) Using a diagram, explain briefly how an expert system works (6mks)

QUESTION FIVE [20 MARKS]

- a) Explain any four essential features of a customer relationship management (4mks)
- b) Briefly explain the following types of cyber threats
 - i) Logic bomb
 - ii) worm
 - iii) Trojan horse(6mks)
- c) Explain four reasons how business firms are taking advantage of computing to grow their business (4mks)
- d) Explain giving three reasons how business organization can take advantage of the current trending openAi like ChatGPT technology to enhance their business operations (6mks)