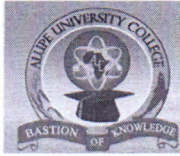


BBM 226



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**ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS**

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# **UNIVERSITY EXAMINATIONS**

## **2019/2020 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION**

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

**COURSE CODE:BBM 226**

**COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS**

**DATE:26/10/2020**

**TIME: 3.00 hrs**

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### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE

**THIS PAPER CONSISTS OF 5 PRINTED PAGES**

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**QUESTION ONE**

- a) Demonstrate how decision-support systems (DSS) differ from MIS and how they provide value to the business. (5 marks)
- b) Assess how information systems support the activities of managers and management decision making. (5 marks)
- c) Explain the disadvantages of using the internet as the infrastructure for electronic commerce and electronic business (4 marks)
- d) Evaluate the principle payment systems in an online business (6 marks)
- e) Describe the five strategies that a business must develop to counter the five competitive forces (10 marks)

**QUESTION TWO**

- a) Explain how a company that emphasizes strategic business use of IT would use it to use competitive differentiation in the following areas: (5 marks)
  - i. Company products
  - ii. Company services
- (b) What are the advantages of using the internet as the infrastructure for electronic business (5 marks)
- c) Describe five hardware components in a computer system (10 marks)

**QUESTION THREE**

- a) Explain two types of semiconductor memory in a computer system (4 marks)
- b) Describe five common database structures (10 marks)
- c) Evaluate the advantages of using the following wireless technologies (6 marks)
  - i. Fibre optic technology
  - ii. Satellite transmission technology

**QUESTION FOUR**

a) Discuss three advantages of using each of the following enterprise business systems (10marks)

- i. Customer relationship management
- ii. Enterprise Resource Planning
- iii. Supply Chain management

b) List and describe the principal technologies for supporting e-commerce (10 marks)

**QUESTION FIVE**

a) Assess the organizational challenges posed by electronic commerce (6 marks)

b) Explain how the internet can facilitate sales and marketing to individual customers (4marks)

c) Evaluate five business systems that support the five functional areas in businesses (10 marks)