BBM 220: MANAGEMENT INFORMATION SYSTEMS
MAIN EXAM NOV-DEC 2022

INSTRUCTIONS: Answer question one and any other three questions

Question 1: Compulsory

The history of information system spans five decades from its inception. The contribution of information system has propelled business firms and industries into a global business environment than any other invention in history. Today, the backbone of information system is known as worldwide web (www) internet or with a business a local area network (LAN). Organizations have sought to utilize management information system in their organizations to achieve their objectives.

a) Referring to the above case scenario, explain why information systems are so essential in business organizations today (15marks)

b) Using practical examples, discuss how the use of internet has enhanced business operations today (10 marks)

Question 2

IBM, a US-based computer hardware and software manufacturer, had implemented a Big Data strategy, where the company offered solutions to store, manage, and analyze the huge amounts of data generated daily and equipped large and small companies to make informed business decisions. The company believed that its Big Data and analytics products and service would help its clients become more competitive and drive growth.

Based on this case scenario;

a) Explain the hardware and software technical foundations of information system that will be relevant to IBM (8 marks)

b) Discuss the functions of a database management system that will suit the needs of IBM (7marks)

Question 3

The functional systems of an organization have facilitated a network of work relations within an organization. These systems have grown as a natural expansion of the capabilities that a system performs in the first era. The functional systems have also added more features that encompass more activities to provide more value and assistance. Today, the functional systems have been synchronized to work in a more advanced way to integrate business activities in a business process.

Using relevant examples in relevance to the above case;

a) Explain the importance of management information system in each functional area of organization (15marks)

Question 4

Organizations today have become more strategic and enterprising in their business processes by the use of management information system. Using relevant examples, discuss the major types of information systems that support business managers functions in organizations (10marks)

Question 5

The wider use of internet by business organizations today has necessitated ethical, social and policy concerns. Using relevant examples, discuss the ethical and policy issues that emerge in the management information systems in organizations today (15 marks)

Question 6

a) Discuss the emerging trends in management information systems today (7 marks)

b) Explain the importance of telecommunications to business organizations today (8marks)