



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FOURTH YEAR END OF SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE: BBM 481

**EXAM TITLE: AVIATION INFORMATION
 MANAGEMENT SYSTEMS**

DATE: 16TH APRIL, 2015 TIME: 2.00 P.M.– 5.00 P.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE**

BBM481: AVIATION INFORMATION MANAGEMENT SYSTEMS
TIME 3 HOURS

INSTRUCTIONS: Answer Question One and Any other THREE Questions

QUESTION ONE [COMPULSORY 25 MARKS]

- a) Discuss the five challenges of Information systems today [10 Marks]
- b) Explain the importance of the internet in the aviation industry today [5 Marks]
- c) Discuss the categorization of the various MIS application found in the aviation industry based on their complexity using the concept of the MIS generation [8 Marks]
- d) Explain the elements of the Generation IV MIS [2 Marks]

QUESTION TWO [15 MARKS]

- a) Discuss the role of MIS in airfare pricing highlighting the four stages of airfare pricing [10 Marks]
- b) Explain the importance of DSS in the airfare pricing process [5 Marks]

QUESTION THREE [15 MARKS]

- a) Define and explain specific roles of operational information systems (OIS) in aviation [10 Marks]
- b) Discuss the ICT uses among the three different types of passenger airlines [5 Marks]

QUESTION FOUR [15 MARKS]

- a) Explain the historical developments and the use of ICTs in the airline industry [10 Marks]
- b) Explain the impact of the internet revolution era on the aviation industry [5 Marks]

QUESTION FIVE [15 MARKS]

- a) Discuss the strategic and tactical roles of IS in modern aviation industry [10 Marks]
- b) Explain the following special Aviation information management systems:
 - i. OMA [2 Marks]
 - ii. ASKIT [3 Marks]