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**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

SECOND YEAR END OF SEMESTER EXAMINATIONS

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

EXAM CODE:- BBM 220

COURSE TITLE:- MANAGEMENT INFORMATION SYSTEMS

DATE:- 11TH DECEMBER, 2015

TIME:- 9.00A.M. – 12.00NOON.

INSTRUCTION TO CANDIDATES

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BBM 220: MANAGEMENT INFORMATION SYSTEMS

Answer questions one and any other three

Question One (25 Marks) Compulsory

Study the following case and answer the questions that follow.

CREATIVE ENERGY: USING AN INTRANET TO GET EMPLOYEES WORKING TOGETHER AND MORE PRODUCTIVELY

When Beth joined Creative Energy as its Chief Information Officer (CIO) in 2005, employees of the company's four major divisions didn't do much communicating. "It was like four separate companies that never talked, she says.

Beth herself had offices in two buildings, two Windows XP-based PCs that couldn't access the other's e-mail and a BlackBerry that couldn't sync with them. Creative Energy began to standardize its 3000 employees' desktops in 2008, but that still didn't solve a lot of its information sharing problems. "I got sick of seeing people e-mail these enormous documents" because there was no other way to electronically share ideas and information, Beth laments. It was hard to track versions of documents such as when staff in different parts of the company needed to provide data for analyst presentations," she says.

What difference a year makes! Creative Energy in 2009 rolled out a suite of standardized, common collaboration tools throughout the company, installed wireless networks at 22 of its campuses and redesigned its MyCreative Intranet portal.

The company's "Connect.Interact.Transform" initiative already has tremendously boosted productivity and collaboration. "It was a very quick ROI (Return On Investment)," Beth notes. A big part of the payback has come from the an enterprise software license with Microsoft that Beth says costs "a few hundred thousand dollars," which along with redesigned intranet portal, has contributed significantly to Creative Energy's \$50 million in pretax productivity savings in 2008 and 2009.

As part of the "Connect.Interact.Transform." initiative, Beth's IT organization deployed Microsoft Live Meeting Web Conferencing software; SharePoint, an information-sharing and document collaboration tool; and Windows Messenger instant messaging for use on the intranet. To date, Live Meeting has had the biggest impact on productivity across the company, according to Beth. More than 10,000 hours of meetings were logged in 2008 and 2009, saving the company \$41 per attendee in expenses and gaining an average of 98 minutes in productivity per employee.

Now, instead of travelling to central offices for training, employees can take classes via their PCs or at kiosks with portal access that are set up in Creative Energy's service centers for the

company's 2,500 field, utility, and other workers who don't have PCs. Through Live Meeting, everyone can see the same information at the same time, Beth says, including PowerPoint presentations. The IT organization has found this incredibly useful in its own work. "During a meeting, IT staff can look at changes to code in a program and all see the same thing," she notes.

"We thought only a few people would use SharePoint, but now it's being used by everyone. It's really ballooned," she comments. SharePoint provides a central location for documents, such as MS Word and Ms Excel files, to be viewed and changed. SharePoint also provides version control.

SharePoint's deployment has allowed Kevin, Creative Energy's director of investor relations, to spend more time analyzing data for the company's earnings and analyst presentations, as well as hundreds of fewer hours collecting the paperwork that goes into those presentations from the company's four divisions. A presentation was often revised 30-50 times before all changes were made manually in the final version. With SharePoint, all the information is collected electronically.

"I always know what changes have been made," says Kevin, who says the final presentation material was completed at least once a week earlier than in the past and that "the quality and accuracy of the information is greatly improved."

Requirements

- a. Assess how use of Information Technology contributed to the realization of Creative Energy's business goals [7 marks]
- b. How should Creative Energy secure its MyCreative intranet portal? [6 marks]
- c. Justify why it was good idea for Creative Energy to invest in the Enterprise Software license with Microsoft [6 marks]
- d. Propose the duties that Beth should undertake in order to ensure successful provision of information systems services at Creative Energy [6 marks]

Question Two (15 Marks)

- a. Management Information Systems should facilitate decision-making at all levels of management. Each level requires information with different characteristics and with differing degree of profitability.

Required:

Examine the characteristics of information used in:

- i. Strategic planning [3 marks]
- ii. Operational control. [3 marks]
- b. Discuss the role played by information in a typical organization. Explain the qualities of good information system. [5 marks]
- c. Using examples, explain the various components that make up an information system. [4 marks]

Question Three (15 Marks)

- a. Examine the contribution of information systems in decision-making or problem solving process. [5 marks]
- b. "To understand information systems a manager must understand the broader organization, its dimensions to systems and its power to provide solutions to challenges and problems in the businesses environment" Assess the key organization elements that influence implementation and use of information systems [5 marks]
- c. Discuss the requirements of an effective MIS. [5 marks]

Question Four (15 Marks)

- a. User training and support is fundamental to the success of an information systems project. Produce a briefing document that discusses the usefulness of training. [5 marks]
- b. Explain the guidelines required in the development of new information systems for an organization. [5 marks]
- c. Discuss the challenges facing managers regarding use of information systems: [5 marks]

Question Five (15 Marks)

- a. Examine any FOUR security threats that could regularly affect the information systems in business organizations. [6 marks]
- b. Discuss the role of a telecommunication system in a business environment. [5 marks]

- c. Explain how a company that is adhering to the 'industry norms' can find itself in violation of law. [4 marks]

Question Six (15 Marks)

- a. Discuss following types of information systems in business. [6 marks]
- i. Expert systems
 - ii. Office Automation systems
 - iii. Transaction processing systems
- b. Discuss the scope and the domain of MIS (management information system). [4 marks]
- c. Explain the criteria that the IT manager in your organization is likely to adopt in evaluating application software which the organization wishes to acquire for use in the Human Resource department. [5 marks]