



MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

FIRST YEAR END OF SEMESTER I/II EXAMINATIONS

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

EXAM CODE:- BBM 106

**COURSE TITLE:- INTRODUCTION TO INFORMATION
SYSTEMS**

DATE:- 10TH FEBRUARY, 2014 TIME:- 2.00P.M. - 5.00 P.M.

INSTRUCTION TO CANDIDATES

> SEE INSIDE.

THIS PAPER CONSISTS OF (1) PRINTED PAGES

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INSTRUCTIONS: Answer question **ONE** and any other **THREE** questions.

Question One (Compulsory)

- a) Describe what entails computer graphics and explain its importance as today's business information systems resource. (10 Marks)
- b) Describe any five different kinds of business information? (5 Marks)
- c) Give five reasons that may lead to the failure of a systems development project. (5 marks)
- d) What are the five most important internet services today? (5 Marks)

Question Two

- a) Describe the different kinds of data collection and stored for processing information. (5 Marks)
- b) Describe the different levels of management and the information systems used in large business firms. (10 Marks)

Question Three

Discuss the following statements;

- a) Major business trends and their implications justifying the need for IS. (8 marks)
- b) Organizations are complex systems with the following characteristics. (7 marks)

Question Four

- a) Discuss Key Technology Trends that Raise Ethical Issues. (5 marks)
- b) Describe the following concepts;
 - i) E-business,
 - ii) Intranets and Extranets
 - iii) B2C
 - iv) B2B. (10 marks)

Question Five

Most business organizations are using different applications to manage information.

- a) What are the key features of word-processing software (5 marks)
- b) What are the components of DBMS (5 marks)
- c) Outline the key features of spreadsheet applications. (5 marks)

Question Six

- a) Explain the advantages and disadvantages of cloud computing. (5 Marks)
- b) Who and what are the roles of the key players a business information system? (5 Marks)
- c) Explain the future of the use of telecommunication's in business. (5 Marks)