



MUEO

MOI UNIVERSITY

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

**UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR**

END OF SEMESTER EXAMINATIONS

**FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION**

EXAM CODE:- MBA 850

COURSE TITLE:- MANAGEMENT INFORMATION SYSTEMS

DATE:- 5TH SEPTEMBER, 2017

TIME:- 9.00A.M. – 12.00NOON.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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MBA 850: MANAGEMENT INFORMATION SYSTEMS

INSTRUCTIONS

1. Answer Question **ONE** and any other **THREE** questions.
2. Read carefully the case provided below and use it to answer the given questions.
3. The length of the answers should be guided by the marks allocated to each question.
4. Clearly articulate practical illustrations where required.

K.C.C LTD CASE

Kriegler construction Company (K.C.C) limited builds office and retail buildings in the Mount Kenya region. The company is considering automating its various data and information processing activities especially with regards to the preparation of bids for building jobs in response to customer requests for building proposals. The management of K.C.C has had little firsthand experience with computer systems. They use no computer systems currently except for some outdated micro-computer systems that run word processing programs for the company's secretaries.

As a result, they contacted a consulting firm that is partly owned by a friend of Mr. Kriegler, the founder and proprietor of K.C.C. The consulting firm, Waki and Associates dispatched you, a systems analyst employed by the firm to K.C.C. You have spent some time talking with the management of K.C.C, examined the forms and procedures used in preparing bids and you have learned the algorithms used to compute costs and charges. You have come to the conclusion the best solution for K.C.C is a management information system that will integrate all the organization's data and information processing requirement at one stop.

QUESTION ONE (40 MARKS)

- a) As part of your feasibility analysis, discuss the drivers, barriers, benefits and risks of the proposed system. (10 marks)
- b) Using specific examples in each instance, outline the factors you will take into consideration when choosing the hardware and software systems for the proposed system. (10 marks)
- c) Describe the office system component of the information system that you have in mind, in each case specifying the various tools and technologies that will be required. (10 marks)
- d) Discuss the system analysis activities of the systems development process including the conceptualization of the system. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the concept of the digital divide, explaining the effects, causes/manifestations and possible remedies. (7 marks)
- b) Take a managerial decision making scenario to explain the theory of systems as applied in management and the role that the M.I.S will be expected to play in this approach. (7 marks)
- c) Distinguish between the Distinguish between the following related system concepts:
 1. Connectivity and digital convergence (6 marks)
 2. Algorithmic and heuristic problems
 3. Interactivity and multi-media technology (6 marks)

QUESTION THREE (20 MARKS)

- a) Identify 3 modern, non-conventional devices used to enter data or instructions into the computer system and for each case explain how your organization can take advantage of the device.
- b) Identify 6 specialty application software and how they are likely to aid the concerned individual manager. (6 marks)
- c) Use a problematic managerial decision making situation to explain the process of computer programming and the role of a programming language in this process. (6 marks)

QUESTION FOUR (20 MARKS)

- a) For the KCC Ltd case (above), describe the provisions in the envisaged information system that would aid human resource management decision making at the operational level. (7 marks)
- b) When designing a transaction processing system, what are the important aspects that have to be included and why. (6 marks)
- c) Compare and contrast the hallmarks of decision support systems and expert systems. (7 marks)

QUESTION FIVE (20 MARKS)

- a) Identify 6 application areas of expert systems in organizations and further discuss the opportunities for managers of these systems. (10 marks)
- b) Identify 10 professionals found in a typical M.I.S function and discuss their roles and responsibilities. (10 marks)