



MUEO

MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS

2012/2013 ACADEMIC YEAR

END OF SEMESTER II EXAMINATIONS

FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 850

**EXAM TITLE: INFORMATION SYSTEMS
MANAGEMENT**

DATE: 8TH JULY, 2013

TIME: 9.00 A.M. – 12.00 NOON.

INSTRUCTION TO CANDIDATES

- **ATTEMPT ANY FOUR QUESTIONS**

MBA 850: INFORMATION SYSTEMS MANAGEMENT

Instructions To Candidates

- Answer Question ONE and any THREE questions.

QUESTION ONE (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 My Creative 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. Share Point'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."

- a) Assess how use of Information Technology contributed to the realization of Creative Energy's business goals (10 marks)
- b) How should Creative Energy secure its MyCreative intranet portal (10 marks)
- c) Justify why it was good idea for Creative Energy to invest in the Enterprise Software license with Microsoft (10 marks)
- d) Propose the duties that Beth should undertake in order to ensure successful provision of information systems services at Creative Energy (10 marks)

QUESTION TWO

- a) "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 (10 marks)
- b) After completing the EMBA course, you have been asked to assist your organization in selecting suitable Management Information System for middle level managers. Produce functional requirements specification to be used in the selection of the software application system. (10 marks)

QUESTION THREE

- a) Propose the suitable information technologies that companies can use to support the following competitive strategies in business:
 - i. Cost Leadership
 - ii. Differentiation
 - iii. Innovation
 - iv. Growth
 - v. Alliances(10 marks)

- b) Explain how computer network design is a key business decision as well as a technology decision.

(10 marks)

QUESTION FOUR

- a) Suppose the Chief Executive of the company where you work asks you to lead the implementation phase of a recently acquired business software application, propose how you will successfully carry out this task

(10 marks)

- b) What are the key application software testing areas that the business system owners should be concerned with during the development life cycle of any automated business application software?

(10 marks)

QUESTION FIVE

- a) Kipkorir is the operations manager for Getwell Mission Hospital. Assume he has approached you to assist identify suitable Decision Support System for the management of the hospital. Propose to him the key elements that such a system would entail

(10 marks)

- b) Explain the key factors you would consider when acquiring computer hardware equipments

(10 marks)

QUESTION SIX

- a) Show why business organizations should practice software configuration management in modern automated organizations today.

(10 marks)

- b) Describe the factors that should be considered while developing Information Systems organization structures

(10 marks)

E...N...D