



MUEO

**MOI UNIVERSITY**

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

**UNIVERSITY EXAMINATIONS  
2014/2015 ACADEMIC YEAR**

***END OF SEMESTER II EXAMINATIONS***

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

**EXAM CODE:- MBA 850**

**COURSE TITLE:- INFORMATION SYSTEMS MANAGEMENT**

**DATE:- 2<sup>ND</sup> JUNE, 2015**

**TIME:- 9.00A.M. – 12.00NOON.**

---

**INSTRUCTION TO CANDIDATES**

➤ **SEE INSIDE.**

**THIS PAPER CONSISTS OF (2) PRINTED PAGES**

**PLEASE TURN OVER**

**Instructions to Candidates**

- **Answer Question ONE and any THREE questions**

**QUESTION ONE. (Compulsory) 25 marks**

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.”

- a. Assess how use of Information Technology contributed to the realization of Creative Energy’s business goals [6 marks]
- b. How should Creative Energy secure its My Creative 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 [7 marks]

## **QUESTION TWO (15 MARKS)**

- a. Discuss the challenges faced by use of information systems in a typical organization in third world countries. [5 marks]
- b. An organization wishes to acquire peripherals and software for use in the end user computing part. As a manager, discuss the issues of concern that must be considered before the process is initiated. [5 marks]
- c. Discuss how ICT has revolutionized the world. [5 marks]

## **QUESTION THREE (15 MARKS)**

- a. Explain the sources of information systems threats and their specific ways of managing them today. [5 marks]
- b. Explain the various types of information systems expected in modern digital firms. [5 marks]

- c. Database technology is inevitable in the current world. Discuss their importance in functional organizations. [5 marks]

#### QUESTION FOUR (15 MARKS)

- a. System development life cycle is a long process that consumes resources. Discuss the challenges faced in the process and how the team is prepared to address the challenges. [8 marks]
- b. Discuss the factors facilitating the implementation of an effective MIS. [7 marks]

#### QUESTION FIVE (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. Name and explain six guidelines required for the development of new information systems. [6 marks]
- c. Discuss the strategies that the organization can employ to achieve a competitive advantage [3 marks]

#### QUESTION SIX (15 MARKS)

- a. Discuss the role of networking in any functional organization. [5 marks]
- b. Discuss the Reasons that may lead to resistance to the introduction of management information systems and how an organisation can overcome it. [5 marks]
- c. User training and support is fundamental to the success of any financial information systems project. Produce a briefing document that discusses the usefulness of training. [5 marks]