UNIVERSITY EXAMINATIONS: 2013/2014

EXAMINATION FOR THE MASTERS OF BUSINESS ADMINISTRATION

(MBA)

INFORMATION TECHNOLOGY FOR BUSINESS (KITENGELA)

DATE: APRIL, 2014   **TIME: 3 HOURS**

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE

Mr Maina had just joined Uchuuzi Company as the ICT Manager. But he was a worried man looking at the current affairs at Uchuuzi Company. As part of assessing hardware and software requirements, it was found that out of the 364 desktops at the corporate office, more than half did not have their anti-virus software updated with recent virus signature files. Two thirds of staff had not changed default system password (it was the username) and no one had installed firewall. The company's information and data were stored in one powerful server in an open office space with backup files stored in a smaller server within the same building. The central powerful server contained the company data warehouse that facilitated data mining within the company. Uchuuzi Company used the Internet extensively in dealing with its branches, customers and suppliers. Further, it collected information from different sources for different uses within the organization. Disseminating information like contract documents, market plans, cheques and drafts, bank account details and collection details were regularly transmitted by email. For a fleeting moment, he wondered about the seven branch offices across the country. He was beginning to feel a bit out of depth and was wondering what he should do to ensure that Uchuuzi Company's data remained safe and secure. He gathered courage and was determined to confront the challenges ahead and make long lasting impact.

a)   What security loopholes come to the fore in the situation above? How can these be plugged?

(10 Marks)

b)   Information collected and gathered by a business has different uses. How will Uchuuzi Company make use of the information gathered?   (5 Marks)

c)   List some of the factors that Uchuuzi Company will consider in deciding which best information dissemination channel(s) to use.   (4 Marks)

d)   Uchuuzi's data warehouse facilitates data mining using various data mining tools and technologies. Discuss ANY THREE such tools.   (6 Marks)

e)   To retain a competitive advantage and to meet basic business requirements, organisations must endeavour to achieve various security goals. Discuss the THREE main security goals.

(6 Marks)

QUESTION TWO

Companies in Kenya are facing competition from within the local market as well as from the big multinational companies. To survive this harsh economic environment, companies are embracing Information and Communication Technology (ICT) to gain competitive advantage over their rivals.

a)   Discuss with examples how companies can utilize the various types of Information Systems to successfully compete in the market.   (10 Marks)

b)   With examples discuss the various software packages that companies would use for a variety of tasks and activities to ensure that both the staff and the organization meet their objectives.

(5 Marks)

c)   Introducing ICT into a workplace will have many advantages to the employees as well as the organisation as it attempts to remain competitive in an ever global market. However there are some drawbacks also. Discuss the merits and demerits of ICT in business.   (8 Marks)

QUESTION THREE

Customer Relationship Management (CRM) entails effectively managing differentiated relationships with all customers and communicating with them on an individual basis. To achieve this objective ICT has played an integral role, leading to emergence of Electronic Customer Relationship Management (eCRM). Cloud Computing and Mobile Customer Relationship Management (mCRM) are the two main subsets of Electronic Customer Relationship Management.

a)   Define the following terms as used in Customer Relationship Management: (5 Marks)

(i)   Electronic Customer Relationship Management (eCRM)

(ii)   Cloud Computing

(iii)   Mobile Customer Relationship Management (mCRM)

(iv)   Reactive Service

(v)   Proactive Service

b)   Discuss the differences between Customer Relationship Management (CRM) and Electronic Customer Relationship Management (eCRM).   (8 Marks)

c)   In defining the scope of Electronic Customer Relationship Management (eCRM), three different levels can be distinguished. Explain these three levels.   (6 Marks)

d)   Designing, creating and implementing IT projects has always been risky. Not only because of the amount of money that is involved, but also because of the high chances of failure. Identify four of the major issues relating to Customer Relationship Management (CRM) failure.

(4 Marks)

QUESTION FOUR

a)   Information Lifecycle Management (ILM) refers to a wide-ranging set of strategies for administering storage systems on computing devices. It is the practice of applying certain policies to effective management of information in both physical and digital forms. It includes every phase of a record from its beginning to its end. Discuss the Information Lifecycle Management (ILM) clearly illustrating the stages involved and at least two inputs and outputs for the stages.   (15 Marks)

b)   Data mining is the analysis of historical business activities, stored as static data in data warehouse databases, to reveal hidden patterns and trends. Data mining software uses advanced pattern recognition algorithms to sift through large amounts of data to assist in discovering previously unknown strategic business information. Discuss how data mining would be used in business.   (8 Marks)

QUESTION FIVE

Technological advancement has resulted in evolution and innovation of many products, services and business processes. One of them is the emergence of e-commerce or electronic commerce. The Internet has resulted in the emergence of virtual markets with four primary distinctive characteristics, which are real time, shared, open and global. This has resulted to many advantages to the businesses.

a)	Highlight the various advantages of e-commerce over traditional retail.	(5 Marks)

b)	Discuss FIVE requirements for e-commerce.	(10 Marks)

c)	Outline the various challenges of e-commerce in Kenya.	(8 Marks)

QUESTION SIX

a)	While having a website may seem like an unnecessary cost if you're not a prolific internet user yourself, more and more population is getting access to an internet connection. That is a big business opportunity you will be missing out on if you don't have a web presence. Even if your business' website lists little more than your address and opening hours, maintaining a web presence could give you the edge over more technophobic competitors.

(i)	Discuss the reasons for which you will need the website.	(10 Marks)

(ii)	Discuss the 5W as used in determining the items to be included on the website.

(10 Marks)

b)	Explain the following terms as used in Information and Communication Technology. (3 Marks)

(i)	Internet

(ii)	Intranet

(iii)	Extranet