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University Examinations 2012/2013

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR IN COMPUTER TECHNOLOGY

BIT 2119: MANAGEMENT INFORMATION SYSTEMS

DATE: AUGUST 2012

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE – 30 MARKS

- Decisions made in organizations can broadly be classified into three. Outline any two decision types and show clearly the management levels the decisions are made. (4 Marks)
- Explain briefly the four system conversion strategies highlighting their benefits and limitations. (8 Marks)
- With clear examples, differentiate the following concepts in relation to information systems.
- Explain any five functions of management. (5 Marks)
 - Cybernetic and Stochastic systems (2 Marks)
- Identify four security threats to a business organization using information system in its operations and suggest their remedial measures. (8 Marks)
- State three tangible benefits of information system. (3 Marks)

QUESTION TWO – 20 MARKS

- Identify and describe the three levels of organizational hierarchy detailing the various characteristics and types of information systems that serve each level (9 Marks)
- Define the following terms and provide appropriate examples. (3 Marks)
 - Information system
 - Negative feedback
- Describe the three components of an expert system. (6 Marks)
- Give three reasons why IT is considered as a strategic resource. (2 Marks)

QUESTION THREE – 20 MARKS

a. Read the case below and answer the questions that follow:

Kenya Breweries Ltd uses internet and an electronic commerce website to connect to its customers and suppliers, and to capture data and share information about sales orders and purchases. Video conferencing and electronic mail services are also provided. Data generated by a beer brewing process are captured by sensors and processed by a computer that also suggests answers to complex brewing problems posed by a plant engineer. Managers and business professionals access reports on a periodic, exception, and demand basis, and use computers to interactively assess the possible results of alternative decisions.

Required:

- i. Mention any three types of information systems being used at the Kenya Breweries Ltd. (3 Marks)
 - ii. Explain the types of information systems mentioned in (i) above, justifying your choice using the case above. (7 Marks)
 - iii. Using the facts in the case above, make an outline that identifies how information systems support:
 - a. Focused strategy (2 Marks)
 - b. Low cost producer (2 Marks)
- b. Discuss the benefits of the following strategies in business management. (6 Marks)**
- i. Focused strategy
 - ii. Low cost producer

QUESTION FOUR – 20 MARKS

- a. Identify and describe the core activities in the systems development lifecycle process. (12 Marks)
- b. Formulate the steps involved in decision making. (4 Marks)
- c. List and explain the components of a computerized information system. (4 Marks)

QUESTION FIVE – 20 MARKS

- a. Discuss the five factors affecting the effectiveness and efficiency of MIS. (10 Marks)
- b. List any five model of decision making and discuss them. (10 Marks)