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**University Examinations 2014/2015**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

**CIT 4117: MANAGEMENT INFORMATION SYSTEMS**

 **DATE: APRIL 2015 TIME: 3 HOURS**

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

**QUESTION ONE (27 MARKS)**

1. Explain two advantages of experts systems to managers (2 Marks)
2. Outline the task that an accounting information system (AIS) performs and explain why is essential for organizations to have this system installed for the end users (2 Marks)
3. Briefly explain the difference between data and information (2 Marks)
4. Compare and contrast the microcomputer and the mainframe computer (4 Marks)
5. Discuss supply chain management issues and how they affect the business enterprise

(4 Marks)

1. Identify and give examples of the components and functions of a computer system (draw a diagram to show the functionalities of the system) (6 Marks)
2. Give examples of information that flows between a firm and its stockholders. How can this information technology be used to facilitate the flow (4 Marks)
3. Identify three challenges that a business manager might face in managing the successful and ethical development and use of information technology in a business (3 Marks)

**QUESTION TWO (11 MARKS)**

1. Briefly discuss two essential Accounting Information Systems (4 Marks)
2. Identify two major categories and trends of e-commerce applications (2 Marks)
3. Describe how Online Analysis Processing can meet key information needs of managers

 (3 Marks)

1. Briefly explain how the expert systems could be used in business decision-making situations

 (2 Marks)

**QUESTION THREE (11 MARKS)**

Case study: GE, Dell, Intel, GM and others: Debating the Competitive advantage of IT

 Does IT matter:

* No:
* Nicholas Carr argues that IT is infrastructure like electricity
* Too commonplace to get competitive advantage
* Yes:
* IT is not just networks and computers
* The important part is the software and information and how IT is used
* For Wal-Mart, GE,Dell and many other companies, IT is a huge advantage and will continue to be

Case study questions:

1. Do you agree with the argument made by Nicholas Carr to support his position that IT no longer gives companies a competitive advantage? Why or why not (3 Marks)
2. Do you agree with the argument made by the business leaders in this case in support of the competitive advantage that IT can provide to a business? Why or why not? (3 Marks)
3. What are several ways that IT could provide a competitive advantage to a business? Use local companies as examples (5 Marks)

**QUESTION FOUR (11 MARKS)**

1. Identify the following cross-functional enterprise systems and give examples of how they can provide significant business value to a company:
2. Enterprise resource planning
3. Customer relationship management (4 Marks)
4. Propose two ways that business managers and professionals can help to lessen the harmful effects and increase the beneficial effects of the use of information technology (3 Marks)
5. Identify any two basic competitive strategies and explain how business can use Information Technology to confront the competitive forces it faces (4 Marks)

**QUESTION FIVE (11 MARKS)**

1. Discuss the following terms in reference to computer software giving an example of each:
2. Application software
3. System software (4 Marks)
4. Describe how online analytical processing can meet key information need of managers

 (4 Marks)

1. Briefly explain three ways the expert systems can be used in business decision making situations (3 Marks)