



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN SUPPLY CHAIN
MANAGEMENT**

(CITY CAMPUS - EVENING)

**MSM 807: INFORMATION SYSTEMS AND TECHNOLOGY
FOR SUPPLY CHAIN MANAGEMENT**

Date: 23rd July, 2014

Time: 5.30 - 8.30 p.m.

INSTRUCTIONS:

- Answer ANY FOUR questions.
- All questions carry equal marks.



QUESTION ONE

(a) 'Decisions differ in a number of ways, which in turn affect the design of Information System support for decision activities' In light of the above Statement;

(i) Explain the concept of problem solving process. [5 marks]

(ii) Describe the Information Systems Development Process. [10 marks]

(b) Describe the strategic use of Information Systems and Technologies in the supply chain. [5 marks]

QUESTION TWO

Distinguish between Customer Relationship Management (CRM) systems and Supplier Relationship Management (SRM) systems and describe the role they play in the organization. [15 marks]

QUESTION THREE

(a) What are Enterprise Systems? How do they change the way an organization works? [9 marks]

(b) Explain the meaning of the concepts of E-Sourcing, E-tendering and E-markets. [6 marks]

QUESTION FOUR

(a) Describe how Porter's Competitive Forces Model helps companies develop competitive strategies using information systems. [8 marks]

(b) Explain with examples how a firm can use information systems to counteract competitive forces. [7 marks]

QUESTION FIVE

Give a brief account on the following systems:

(i) Enterprise Resource Planning [5 marks]

(ii) Warehousing Management Systems [5 marks]

(iii) Intelligent Transport Systems [5 marks]