

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**BIT 2119: MANAGEMENT INFORMATION SYSTEMS**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

1. Define an information system. [2 marks]
2. What do you understand by Moore’s Law and Law of Mass

Digital storage? What aspects of infrastructure change do

they explain? [4 marks]

1. How can a transaction processing system help an organization’s

strategic level planning? [4 marks]

1. What features do organizations have in common? [4 marks]
2. Briefly discuss the various levels of management in an

organization within the context of use of information systems

in decision making. [10 marks]

1. Explain the stages of Information Technology Planning. [6 marks]

**QUESTION TWO (20 MARKS)**

1. List and explain FOUR reasons why information systems are

so important for business today [8 marks]

1. Discuss the business and technological drivers of business

enterprise systems. [10 marks]

1. Define operating systems. [2 marks]

**QUESTION THREE (20 MARKS)**

1. Describe the characteristics of strategic information systems. [6 marks]
2. Enterprise systems have management opportunities and challenges.

Justify this statement. [10 marks]

1. Identify the solution guidelines for enterprise systems challenges. [4 marks]

**QUESTION FOUR (20 MARKS)**

Michael Porter’s FIVE forces model is a framework for industry

analysis and business strategy development. In reference to this,

Explain:

1. How the threat of a new entrant affects the business and

describe why the threat of new entry can be high. [10 marks]

1. How bargaining power of buyers affects the business and

Discuss what makes buyers to have more bargaining power. [10 marks]

**QUESTION FIVE (20 MARKS)**

1. Explain Nolan’s stages of IS growth. [10 marks]
2. How can companies use Information Systems to promote

Total Quality Management? [6 marks]

1. State the FOUR kinds of structural organizational change

that are enabled by information technology. [4 marks]