

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF BUSINESS MANAGEMENT

MBAD 861: COMPUTING FOR MANAGEMENT

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: FRIDAY 09/7/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS: Answer Question ONE and ANY other TWO Questions

QUESTION ONE (30 MARKS)

- a) Describe components of a Decision Support System (DSS). **(8 marks)**
- b) A bank has decided to expand its customer base by use of m-Banking instead of opening very many branches and maintain expensive staff. Explain how such a Strategic Information System could be used to obtain competitive advantage and the advantages that could be achieved. **(8 marks)**
- c) Discuss e-commerce and its benefits. **(8 marks)**
- d) Distinguish between the following related trends and concepts in information and communication technology with the aid of commercially available illustration: **(6 marks)**
 - i. Connectivity and digital convergence
 - ii. Freeware and shareware
 - iii. Data and information.

QUESTION 2(15 MARKS)

- a) The general manager of a large organization has asked you to draw up a document identifying the challenges of establishing an effective information system in the organisation. What would your document contain? **(8 marks)**

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- b) One application of information systems is in the area of E-business whereby the internet is used to support business activities. Discuss how this type of information systems have been used to support the organizing and planning functions of management. **(7 marks)**

QUESTION 3(15 MARKS)

- a) The decision direction is to change a currently unsatisfactory complex situation into a future satisfactory situation. However, to move from a complex situation to a desired complex situation requires a continuing process which must be built into a decision solution strategy and this requires plans for a sequence of actions. Discuss characteristics of Management Information Systems (MIS) in the various levels of management; hence distinguish structured decisions from unstructured decisions, and the appropriateness of DSS in those decisions. **(10 marks)**
- b) Define the term Database Management System (DBMS) and hence discuss the standard functions of a DBMS. **(5 marks)**

QUESTION 3 (15 MARKS)

- a) Describe the three management levels in organizations; discuss their various informational needs and responsibilities. Give examples. **(5 marks)**
- b) Data security cannot be overlooked when developing a new system. Discuss. **(5 Marks)**
- c) Discuss five strategic decisions which a developer of a management information system would consider in order to achieve the systems goals and objectives. **(5 marks)**

QUESTION 4(15 MARKS)

- a) What is Systems Development Life Cycle? Describe how you would use this methodology to develop a reliable Stock Management System to avoid overstocking or inadequate stocks. **(5 marks)**
- b) A firm operates an order system that co-ordinates orders, raw materials and inventories across its three branches. Currently, the orders are processed manually at each branch and communicated to the others over the phone. The management intends to computerize the operations of the firm. Suggest three initial Information Communication Technology (ICT) professionals who might be required and their roles. **(5 marks)**

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- c) Explain the components of an Information System and using an example explain what could be the problem if you encountered very long queues at your Bank on frequent basis. **(5 Marks)**
