

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

**AGBM 343: MANAGEMENT INFORMATION SYSTEMS**

**STREAMS: AGBM Y3 S1**

**DAY/DATE : FRIDAY 8/12/2017**

**TIME: 2 HOURS**

**2.30 P.M – 4.30 P.M**

**INSTRUCTIONS:**

- **Answer question ONE and TWO other questions**
- **Sketch maps and diagrams may be used whenever they help to illustrate your answer**
- **Do not write anything on the question paper**
- **This is a closed book exam, No reference materials are allowed in the examination room**
- **There will be No use of mobile phones or any other unauthorized materials**
- **Write your answers legibly and use your time wisely**

**Question ONE (Compulsory) (30 Marks)**

- i. In the systems analysis phase you use models and other documentation tools to visualize and describe the proposed information system. Highlight the systems analysis skills required to build an accurate model of the new system. (2 marks)
- ii. The Management information systems (MIS) unit of an organization should have its own plan aligned with the overall organization plan. State the contents of an MIS unit plan. (6 marks)
- iii. MetaMeta established ten years ago is a small micro-enterprise that offers banking services. The organization makes extensive use of technology to support all its activities and is considering acquiring the latest face recognition technology for its ATM network. It has reached a stage where the organization needs to know how IT can be applied in competitive advantage. As an IS manager in the organization, what advice would you give? (6 marks)
- iv. The Sales manager of Kit-Matt Supermarkets is seeking your advice on Information systems and business.
  - a) What overview would you give the sales manager regarding management support systems and the tasks they assist the levels of management ? (5 marks)
  - b) The marketing manager is not sure on the various aspects of value that information systems products can compete on in the market place. What specific advice would you give? (5 marks)
- v. With the aid of a suitable diagram explain the four main activities of the systems analysis phase of a systems project. [6 marks]

**Question Two (20 Marks)**

Video Arts is a company that specializes in training videos. The CEO of Video Arts has noticed that decision making within the organization is wanting. The CEO has requested you to prepare an expression of interest (EOI) in order to have Video Arts formally engage your services as a IS consultant to give advice on the issue.

- a) What justification would you give in the EOI on how information systems can help managers play their role in decision making and the characteristics of these systems? (12 marks)
- b) Describe the general decision making process that you would put in the EOI, for appropriating information technology regarding the issue. (8 marks)

**Question Three (20 Marks)**

Great International University and ITisIT Consultants Inc. have jointly organized a conference whose theme is “The Role of ICT in the Business World”. As a researcher in business information systems, you have been invited to give a key note speech on

- a. The **FIVE** major categories of controls that can be applied to information systems. (10 marks)
- b. Diagrams used by systems analysts to help them understand systems requirements. (10 marks)

What points would you be keen to include in your speech?

**Question Four (20 Marks)**

You have applied for a job as an IS assistant manager for a large government department and have been invited to attend the interview. All applicants are required to make a presentation to the interview panel in order to display their knowledge of the **FIVE** main requirements of the job, namely the understanding of:

- Knowledge worker
- The socio-technical perspective of information systems.
- Decision support systems
- Value of information
- The law of requisite variety

Provide appropriate speaker notes for the above.

**Question Five (20 Marks)**

- a) The Head Office of an Insurance company is planning the implementation of a management information system/management reporting system. Its aim is to increase the internal effectiveness and efficiency of the organization. Describe the characteristics of management reporting systems and highlight the outputs associated with the same. (10 marks)
  - b) Describe the Rapid Application Development (RAD) method as used in systems development giving its advantages and disadvantages (10 marks)
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