



CPA PART II SECTION 4

CS PART II SECTION 4

CCP PART II SECTION 4

MANAGEMENT INFORMATION SYSTEMS

FRIDAY: 24 May 2019.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Describe five major activities involved in conducting Business-to-Consumer (B2C) e-commerce. (5 marks)
- (b) Examine five roles of the government in the development of e-commerce in developing countries. (5 marks)
- (c) In the context of information system, distinguish between “strategic data” and “operational data”. (4 marks)
- (d) Identify six factors that might enhance successful system development. (6 marks)

(Total: 20 marks)

QUESTION TWO

- (a) (i) Describe four distinguishing features between “low-level” and “high-level” programming languages. (8 marks)
- (ii) Identify two examples of high-level programming languages. (2 marks)
- (b) Evaluate three benefits that might accrue to an organisation from good practice of information technology (IT) governance. (6 marks)
- (c) Explain two general security issues associated with wireless networks. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Explain two applications of object oriented programming languages in information systems development. (4 marks)
- (b) Describe the following concepts as used in databases:
- (i) Data resource management. (2 marks)
- (ii) Distributed databases. (2 marks)
- (iii) Data modeling. (2 marks)
- (c) Summarise five common functions of database management systems. (5 marks)
- (d) Discuss how a data warehouse database could leverage on data mining to support the business decisions of an organisation. (5 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) The following are decisions that are taken in a certain hierarchically managed company:
- (i) The payment period is to be extended by five days to improve cash flows.
 - (ii) Specified details on invoices must be checked and stamped to show that the checks have been carried out fully and satisfactorily.
 - (iii) Suppliers who supply over Sh.500,000 worth of goods per annum join the company's electronic data interchange network.

Required:

In each case, explain the type of the decision made by the managers in the hierarchy. (6 marks)

- (b) (i) Highlight four characteristics of an information society. (4 marks)
- (ii) Explain two challenges faced when implementing information society. (4 marks)
- (c) Cherry Wanja has been assigned the task of preparing a contingency and disaster recovery plan for technological and automated systems of the organisation she works for.

Required:

Outline two purposes of the plan during the following moments of a disaster:

- (i) Before. (2 marks)
- (ii) During. (2 marks)
- (iii) After. (2 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) A manager at Babi Ltd. decided to hand out laptop computers to all sales people. After a while, the management of Babi Ltd. found out that most of the computers were not being used.

Required:

Suggest five possible explanations for the lack of use of the computers. (5 marks)

- (b) Magoti Ltd. which manufactures data networking materials is contemplating shutting down some of its production plants owing to decline in sales and production.

Required:

Examine four information communication technology (ICT) related reasons that might be causing the decline. (8 marks)

- (c) Asha Nzale has a hardware shop and lately, she is finding the task of managing daily sales in the shop overwhelming.

Required:

- (i) Propose a retail system that she should acquire. (2 marks)
- (ii) Apart from enhancing the speed of operation, summarise five other benefits that Asha will gain from using such a system. (5 marks)

(Total: 20 marks)

QUESTION SIX

- (a) In the context of computing, differentiate the following terms:

- (i) "Internet of everything" and "internet of things". (4 marks)
- (ii) "Deterministic system" and "stochastic system". (4 marks)
- (iii) "Closed system" and "open system". (4 marks)

- (b) Describe four types of feasibility studies that could be conducted during systems development life cycle (SDLC).

(8 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) (i) Highlight six reasons why online marketing is preferred over offline marketing. (6 marks)
- (ii) Outline two limitations of online marketing. (2 marks)

(b) When assessing risks facing an information system, one would need to consider the impact, likelihood and urgency.

With regard to the above statement, explain:

- (i) Impact. (2 marks)
 - (ii) Likelihood. (2 marks)
 - (iii) Urgency. (2 marks)
- (c) (i) Discuss four features of Business Process Reengineering. (4 marks)
- (ii) Describe two benefits associated with the implementation of Business Process Reengineering. (2 marks)

(Total: 20 marks)

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