



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS (SPECIAL)
2015/2016 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE IN BACHELOR OF SCIENCE IN
BUSINESS MANAGEMENT**

COURSE CODE: **BBM 419**

COURSE TITLE: **CONTEMPORARY ISSUES IN OPERATIONS AND
INFORMATION SYSTEMS MANAGEMENT**

DATE: Tuesday 2nd Aug 2016

TIME: 9a.m-11am

INSTRUCTIONS TO CANDIDATES

- Answer Questions ONE and ANY OTHER TWO.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

Question One (30 marks)

- a. The principal objective of Decision Support Systems (DSS) is to support the decision making of tactical management. Define what is meant by:
- i. Decision making. 3 marks
 - ii. Tactical management. 3 marks
- b. Apart from tactical management explain the other two levels of management. 6 marks
- c. What are the different categories of information systems? Explain each one of them briefly. 10 marks
- d. Write short notes on the following:
- i. Advantages of pre-written application software packages 4 marks
 - ii. Training for both system operators and users. 4 marks

Question two (20 marks)

Discuss the tangible and intangible benefits that could be expected if an organisation were to implement the following **FIVE** MIS concepts:

- a. Give an example of tangible benefits 3 marks
- b. Give an example of intangible benefits 3 marks
- c. Customer Relationship Management (CRM) System 5 marks
- d. Document Image Processing (DIP) System 4 marks
- e. End User computing 5 marks

Question three (20 marks)

Describe, using examples, how any **four** of the following can be used in the provision of an organization's management information systems.

- a. ERP systems
- b. Mobile broadband
- c. Cloud computing
- d. Cost benefit analysis
- e. Tele-working

Question four (20 marks)

Explain the five competitive forces that shape how a firm's way of doing business. Use the Porter's competitive forces model.

Question five (20 marks)

A company is investigating whether to outsource all of its MIS functions to a large, well-established outsource provider, or to outsource any new MIS software developments to a local software house whilst keeping existing MIS operations in-house.

- a. Describe the factors that would need to be considered when choosing between the total and partial MIS outsourcing options. 10 marks
- b. The company has decided to totally outsource MIS functions, but is now considering the outsourcing of aspects of the MIS function to different outsourcing providers. Discuss the advantages and potential risks that using several outsource providers have, instead of using a single outsource provider. 10 marks

