



(University of Choice)

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

UNIVERSITY REGULAR EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMS

FOR THE DEGREE OF

**BACHELOR OF INFORMATION SYSTEMS AND KNOWLEDGE
MANAGEMENT**

Course code: BIK 110

Course name: INFORMATION SYSTEMS CONCEPTS

DATE: 07/12/2022

TIME: 08:00-10:00AM

INSTRUCTIONS: Please attempt question one and any other two questions

MMUST observes ZERO tolerance to examination cheating

Paper Consists of 3 Printed Pages. Please Turn Over

Question one (30mks)

- a) distinguish between the following concepts:
 - i) Information system and Computer system (3mks)
 - ii) A Goal and an objective (3mks)
 - iii) Computer hardware and computer software (3mks)
 - iv) Goal and an objective (3mks)
- b) A computer system is defined as a set of interrelated components working together to achieve a common set of objectives by accepting inputs and producing outputs in an organized transformation process. It also has storage and data communication devices. Using suitable illustration describe the relationship between the components (10mks)
- c) Information System security is a major concern for Information systems Managers. Describe some of the security threats that you are likely to encounter and briefly explain how you are likely to deal with them (8mks)

Question two (20mks)

An Information system can be defined as any organized combination of people, hardware, software, communications networks, data resources, and policies and procedures that stores, retrieves, transforms, and disseminates information in an organization. Briefly, using suitable examples, explain the roles of each of these components in an Information system (20mks)

Question three (20mks)

A competitive strategy is a statement that identifies a business's strategies to compete, its goals, and the plans and policies that will be required to carry out those goals (Porter, 1985). Through its competitive strategy, an organization seeks a competitive advantage in an industry.

- d) Distinguish between Business strategy and Corporate Strategy (4mks)
- e) Competitive advantage and strategic advantage (4mks)
- f) Write some short notes on the following types of information system (12mks)
 - i) Management information systems
 - ii) Transaction information systems
 - iii) Decision support information systems

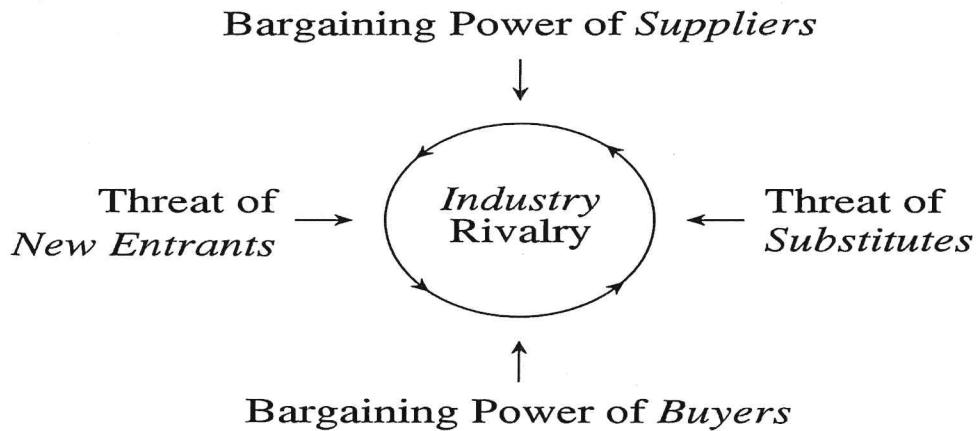
Question four (20mks)

A project is a temporary endeavor undertaken to create a unique product, service or result.

- g) Describe any three of the key features of a project (6mks)
- h) In planning a project, one must have SMART goals. Briefly explain what SMART goals are indicating why it is essential to have them in a project (14mks)

Question five (20mks)

Porter's Competitive Forces Model below describes how various forces (i.e. the threat of entry of new competitors, the bargaining power of suppliers and customers, the threat of substitute products or services and the rivalry among existing firms in the industry) affect competition in an industry.



Select any two forces from the model and briefly discuss how the an organization can use the Internet to overcome competition in the market place (20mks)