



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)
MAIN CAMPUS,**

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR
SECOND YEAR SEMESTER ONE EXAMINATION
FOR DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DBA 202

**COURSE TITLE: INTRODUCTION TO INFORMATION
COMMUNICATION AND TECHNOLOGY**

DATE: MONDAY, 25TH JULY 2022 TIME: 8:00 - 10:00AM

INSTRUCTIONS TO CANDIDATES

Answer QUESTION ONE and any OTHER TWO questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

Read the following case study and answer the questions that follow:

Information and Communication Technology (ICT) is becoming increasingly useful within business organizations around the globe. As technology advances and more efficient communications solutions are introduced to the labour force, companies are finding that production levels are significantly increased, employee satisfaction is at an all-time high and overall, business efficiency is benefiting from the speed at which communications can take place. From customer satisfaction to improved communications between staffers and management, ICT is accelerating the rate of growth in businesses large and small.

ICT and e-business applications provide many benefits across a wide range of intra- and inter-firm business processes and transactions. ICT applications improve information and knowledge management inside the firm and can reduce transaction costs and increase the speed and reliability of transactions for both business-to-business and business-to-consumer transactions. In addition, they are effective tools for improving external communications and quality of services for established and new customers. The effective of the ICT towards achieving the todays business objectives has been enabled by the evolution of computers with the first generation of computers emerging in 1960s to the current generation of computer which are very effective.

ICTs can help businesses gain better access to information and expertise, reach new markets and customers (or more generally, stakeholders), administer the business more efficiently and effectively, and grow in the knowledge and skills needed to run the businesses better (Qureshi 2005). To realize the potential of ICTs, businesses must view them from economic, management, and marketing perspectives. However, there has been barriers that have continued to hinder proper adoption and implementation of ICT in business organizations. These may include: Lack of top management engagement and support, Knowledge barriers and staff resistance, Lack of Utilitarian value an, lack of affordability of the ICT requirement for proper functioning, Poor Organization, Poor infrastructure to support the implementation of ICT systems. Underestimation of the amount of time and effort that might need to be spent in implementing information technology solutions has also posed a great challenge to the effectiveness of ICT in business organi00sations.

(a) (i) Define a computer. (2 marks)

(ii) Explain the features of current generation of computers discussed in the above case study. (8marks)

(b) Explain the importance of ICT to businesses in the above case study. (10 marks)

- (c) Discuss the challenges hindering proper implementation of ICT in business organizations today as indicated in the above case study. (10 marks)

QUESTION TWO

- (a) Business enterprises require Computers in their day to day operations for implementation of ICT supported operations in their organizations. Define the term computer skills and explain the various computer skills employees require for proper implementation of ICT based operations at work place. (10 marks)
- (b) Ethics in ICT helps to ensure that professionalism is adhered to in ICT. Explain the various unethical issues in ICT that employees should not get involved in while conducting their day to day activities at work place. (10 marks)

QUESTION THREE

- (a) Information systems in business are integrated to ensure efficiency. Discuss the various components of information system used in business organizations. (10 marks)
- (b) “Computers are not necessary for the success of our business organization” said Mr. Wafula the manager of Wera household manufacturing company. Explain to Mr. Wafula the uses of computer in their organization. (10 marks)

QUESTION FOUR

- (a) Cyber security has become an important aspect that must be addressed by managers for the safety of their business information. Discuss the measures that managers can take to protect their data and computers from lost and damages. (10 marks)
- (b) Application of Information System has transformed the World of business today across the globe. Discuss the areas where information system is applied. (10 marks)

QUESTION FIVE

- (a) Devis a new ICT manager intends to purchase new computers for their business enterprise. He has approached you to explain to him the various types of computers that he can consider before buying. Discuss (10 marks)
- (b) ICT advancement has improved the rate of innovation in business organizations. Discuss the emerging issues in ICT today.(10 marks)

