



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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