

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
BACHELOR OF COMMERCE (HONOURS) DEGREE IN MANAGEMENT
MANAGEMENT INFORMATION SYSTEMS AND E-COMMERCE- CBU 2109
FINAL EXAMINATION – JANUARY 2013
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- (i) All questions carry **25** marks each.
- (ii) Questions may be answered in any order.
- (iii) Credit will be given for the use of appropriate examples.
- (iv) This paper contains **Seven** Questions.

QUESTION 1

Managers in businesses are often classified into one of three levels, operational, middle or senior (executive) level. Discuss how management information systems can support managers at these different levels of the business. **[25 Marks]**

QUESTION 2

Discuss the impact on the management information systems function if the organisation decides to develop an E-Business strategy.

[25 Marks]

QUESTION 3

Demonstrate your understanding of the following management information system terms:-

- (a) C2C E-Commerce **[5 Marks]**
- (b) Online shopping requirements **[5 Marks]**
- (c) Operational level manufacturing and production systems **[5 Marks]**
- (d) Tactical level finance and accounting systems **[5 Marks]**
- (e) Strategic level sales and marketing systems. **[5 Marks]**

QUESTION 4

An information system should help an organisation manage its daily operations and also to achieve competitive advantage.

- (a) How does an information system help an organisation achieve competitive advantage?

[10 Marks]

- (b) Discuss the role of information technology in developing new applications that would enable a strategic information system to become successful.

[15 Marks]

QUESTION 5

Discuss the following factors which can determine the success of E-Commerce:

- (a) Content issues

[9 Marks]

- (b) Order fulfilment

[9 Marks]

- (c) Security.

[7 Marks]

QUESTION 6

'A Management Information System (MIS) should incorporate elements of both an Executive Information System (EIS) and Decision Support System (DSS).' Justify this statement.

[25 Marks]

QUESTION 7

- (a) Explain Micheal Porter's Five Forces model and the derived strategies for attaining competitive advantage.

[15 Marks]

- (b) Discuss ways in which management information systems can help an organisation support these strategies.

[10 Marks]

END OF EXAMINATION