



UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/ BACHELOR OF COMMERCE

UCU 403/BCM 423: BUSINESS MANAGEMENT INFORMATION SYSTEMS

DATE: 10TH DECEMBER 2020

DURATION: 2 HOURS
MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the case study below and answer the questions that follow

THE HIGHLANDS CORPORATION

The Highlands corporation is a newly established company and the owner is looking for an efficient method of collecting, storing, and manipulating data. The corporation offers a variety of pet supplies and is initially a retailer that is currently selling products only online. As the corporation grows, it plans to also include physical retail locations in which to add services to the company's offerings.

As a startup business, the Highlands corporation needs to implement a business management system to allow the collection and sharing of business data among the employees; thus, the business management system should allow for multiple users. The corporation is currently gathering information about business management systems and seeking a contractor to create and implement the system. Business data will be organized in a logical manner and will be retrieved using a client-server network.

You have been selected as a contractor to analyse Highlands corporation's business model. You are also to recommend a business management system.

Required:

- a) Describe the first characteristic of information that you would recommend to Highlands corporation. **(2 Marks)**
- b) Give TWO reasons why your role as a contractor is required. **(2 Marks)**
- c) List any TWO resources that you would identify as a priority for Highlands corporation. **(2 Marks)**
- d) Justify THREE knowledge areas that you will prioritize as a professional in this assignment. **(6 Marks)**
- e) List FOUR interest groups for Highlands corporation and the type of information that they will bring to the corporation. **(4 Marks)**
- f) Describe the type of information system that you will propose for Highlands corporation. **(2 Marks)**

- g) Define a model in the context of Highlands corporation. **(1 Mark)**
- h) Discuss the types of reports that the system will present to Highlands corporation. **(6 Marks)**

QUESTION TWO

- a) Distinguish between an information system and a computer system. **(4 Marks)**
- b) State FOUR unique features that define modern information systems. **(4 Marks)**
- c) Describe TWO end results that are synonymous with Transaction Processing Systems. **(6 Marks)**
- d) List two characteristics of information. **(1 Mark)**

QUESTION THREE

- a) Firm X and Firm Z are in the same line of business. Firm Z is utilising Enterprise Resource Planning System while Firm X isn't. Discuss SIX advantages that Firm Z is enjoying over Firm X. **(12 Marks)**
- b) Discuss the TWO types of decisions while analysing an investment. **(3 Marks)**

QUESTION FOUR

- a) Discuss the technical approach to information systems. **(6 Marks)**
- b) Organizations and information systems are not necessarily intertwined. Discuss. **(5 Marks)**
- c) Discuss the term "flattening organizations" in the context of an industry of your choice. **(4 Marks)**

QUESTION FIVE

- a) Discuss THREE categories of information system challenges.
(12 Marks)
- b) Differentiate between an information system and an information architecture.
(3 Marks)

QUESTION SIX

- a) List THREE types of decisions that affect an organization's choice of information technology.
(3 Marks)
- b) Discuss FOUR emerging technologies that are shaping information processing in the world today.
(12 Marks)