

The  
Management  
University  
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**DIPLOMA UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DIPLOMA IN COMMUNITY HEALTH AND DEVELOPMENT**

**DHD 106: INTRODUCTION TO INFORMATION SYSTEMS  
MANAGEMENT**

**DATE: 8<sup>TH</sup> APRIL 2026**

**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 **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

A leading multinational e-commerce company has emerged as a dominant force in online retail and cloud computing services. Its continued growth is driven by the strategic integration of two core technologies: Customer Relationship Management (CRM) and Information Management, both aligned with the company's overall business strategy. Linux serves as the foundational technology powering the company's IT infrastructure.

This robust infrastructure is designed to efficiently manage millions of operations daily, including addressing queries and resolving issues for over half of the company's active sellers. However, the organization faces significant challenges in terms of data security, particularly in safeguarding the sensitive financial information—credit and debit card details—of thousands of customers processed each day. The company utilizes the CRM module within its Enterprise Resource Planning (ERP) system to store detailed customer profiles and analyze purchasing behaviors. This data is seamlessly integrated into its marketing and advertising campaigns, enabling the company to deliver targeted and personalized customer experiences.

**Required:**

- a)** Based on the case study provided, Information Systems (IS) have played a critical role in enhancing the efficiency and scalability of the multinational e-commerce and cloud computing company. Illustrate.

**(10 Marks)**

- b)** Discuss the different categories of Management Information Systems that the company could adopt to improve its efficiency, support decision-making, and enhance overall business performance. Provide examples of how each system might be applied within the organization.

**(8 Marks)**

- c)** Provide a definition of an information system

**(2 Marks)**

- d)** Compare and contrast the Internet of Things (IoT) and the Internet of Everything (IoE). In your discussion, highlight their components, scope, objectives, and how each could influence a company's future innovation strategies. **(10 MARKS)**

## **QUESTION TWO**

- a)** Define Knowledge management **(2 MARKS)**
- b)** An organization aiming to improve its innovation capacity and decision-making processes is planning to implement a Knowledge Management (KM) system. Discuss components of knowledge management **(8 MARKS)**

## **QUESTION THREE**

Describe the key characteristics of a Database Management System (DBMS) and explain how each feature supports effective data management within an organization.

**(10 MARKS)**

## **QUESTION FOUR**

Elucidate various components of an information system **(10 MARKS)**

## **QUESTION FIVE**

- a) Define the following:
- i.** Strategic Information Systems **(2 MARKS)**
- ii.** Data **(2 MARKS)**

- iii.** Database (2 MARKS)
- b) Explain four benefits of applying data analytics in an enterprise (4 MARKS)

**QUESTION SIX**

- a) As a manager in charge of an enterprise demonstrate how you would bring into the enterprise a new system. (8 MARKS)
- b) Define the term System Development Life Cycle (2 MARKS)