



**POST GRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF MASTER OF BUSINESS ADMINISTRATION**

**MBA 508: STRATEGIC MANAGEMENT INFORMATION SYSTEMS**

**DATE: 2<sup>ND</sup> APRIL 2026**

**DURATION: 3 HOURS**

**MAXIMUM MARKS: 60**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE is compulsory.**
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 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 carefully and, answer the questions that follow:**

### **ONLINE SPACE**

Consider the following case of Twitter and Zappos to answer the questions that follow; Twitter ([www.twitter.com](http://www.twitter.com)) a social networking and micro-blogging service, has become the preferred method of streaming real-time activity updates to millions of subscribers on the World Wide Web known as tweets, the activity updates are text-based posts of up to 140 characters in length. Tweets are delivered to any user who has signed up to receive them from a particular sender. Users can send and receive updates via the Twitter web site or other web sites that use tweeter software on their sites. Additionally, the service is accessible via smart phones with short message service (SMS). Twitter symbolizes the rapid, short, synchronous, and public conversations that are very much a part of the lives of people who use Facebook, MySpace, or other social networking tools. In the few years since twitter was introduced, it has attained extensive global visibility and popularity, making it attractive as a business application for opening a new and unrestricted consumer channel for electronic marketing.

Zappos ([www.zappos.com](http://www.zappos.com)) an online retailer of shoes and clothing employs twitter as an e-commerce tool twitter functionality fits perfectly with Zappos's corporate value structure and beliefs. As described on the company home page, the company's core values are:

- Deliver WOW through service
- Embrace and Drive change
- Create fun and a little weirdness
- Be adventurous, creative, and open-minded
- Pursue growth and learning

- Build open and honest relationships with communication
- Build a positive team and family spirit
- Do more with less
- Be passionate and determined
- Be humble

The company has included a dedicated page for twitter (<http://twitter.zappos.com>) on its web site that is linked to every other page on the site with words “what are zappos employees doing right now?” there you will find all of the twittering zappos employees most recent messages. Employees tweet about what they are doing at work and about interesting resources on an off the zappos site. Additionally, the tweets contain links to the various shoes and clothes that zappos sells.

Another application of twitter is the employee leader board, which shows who is on twitter and how many followers subscribe to each employee’s tweets. Tony Hsieh, zappos CEO has 5 times as many followers as anyone else in the company. However, Tony has taken the time to follow even more people than are following him. Under Tony’s leadership zappos increased gross merchandise sales from \$1.6 million in 2000 to more than \$ 1 billion in 2008. Tony believed that the zappos success story begins and ends with a relentless focus on customer service. To this end, twitter is another opportunity for zappos to drive core value and “Build open and honest relationships with communication.”.

**Required:**

- a) Explain the concepts of E-commerce, E-marketing and M-commerce  
**(3 marks)**
- b) Discuss, whether If you were shopping for shoes, would a text message update from the CEO of zappos influence your purchase decision?  
**(3 marks)**

c) Many E-marketers are championing the use of technologies like twitter as an electronic form of word-of-mouth marketing. In your opinion, will this strategy be effective? Justify your answer

**(5 marks)**

d) Based on this case, explain the various types of e-commerce

**(6 marks)**

e) Enumerate the benefits of internet-based classified ads over the traditional types of classified ads

**(3 marks)**

## **QUESTION TWO**

Organizations must analyze the need for applications and then justify each application in terms of cost and benefits. The need for information systems is usually related to organizational planning and to the analysis of its performance vis-a-vis its competitors. The cost-benefit justification must look at the wisdom of investing in a specific IT application versus spending the funds of alternative projects

### **Required:**

a) Using an appropriate illustration, explain the information systems planning process

**(6 marks)**

b) With examples, describe the various methods that may be used to evaluate an justify and IT investment

**(6 marks)**

c) Explain any three strategies the organization may use to acquire the information system

**(3 marks)**

### QUESTION THREE

- a) Discuss how from an economic point of view, information systems technology can be seen as a factor of production that can be freely substituted for capital and labor.

**(6 Marks)**

- b) A County Government is in the process of implementing various information systems (ISs) to ease in its operations. Discuss the various types of ISs they may adopt and explain their respective areas of implementation **(9 marks)**

### QUESTION FOUR

Your organization wants to implement an ERP system. However, they are yet to decide on whether to host it locally or on the cloud. As part of the team, you are a proponent of using cloud services.

**Required:**

- a) Explain the various cloud deployment strategies **(5 marks)**
- b) Outline the various services that your organization can adopt that are offered on the cloud **(4 marks)**
- c) Discuss the various reasons why you propose that the ERP system be hosted on the cloud **(6 marks)**